

Complete Report Atlantic City Hardware
Conventions, Pages 33 to 45, This Issue.
Stove Advertising Story, Pages 50 to 56.

OCT 22 1923

AMERICAN ARTISAN and Hardware Record

Vol. 86. No. 16. 620 SOUTH MICHIGAN AVENUE, CHICAGO, OCTOBER 20, 1923. \$2.00 Per Year.



**New Jersey
zinc^o**

The World's standard for zinc products

Now you are able to get Standing Seam Horse Head Zinc Roofing. It is shipped in casks complete with nails, clips and instruction sheets. Each cask is sufficient to cover one square.

Zinc roofs endure. They do not rust. They need no protective coatings. They will not leak.

If your regular jobber cannot supply you, write us direct.

THE NEW JERSEY ZINC COMPANY
160 Front Street (Established 1848) New York City

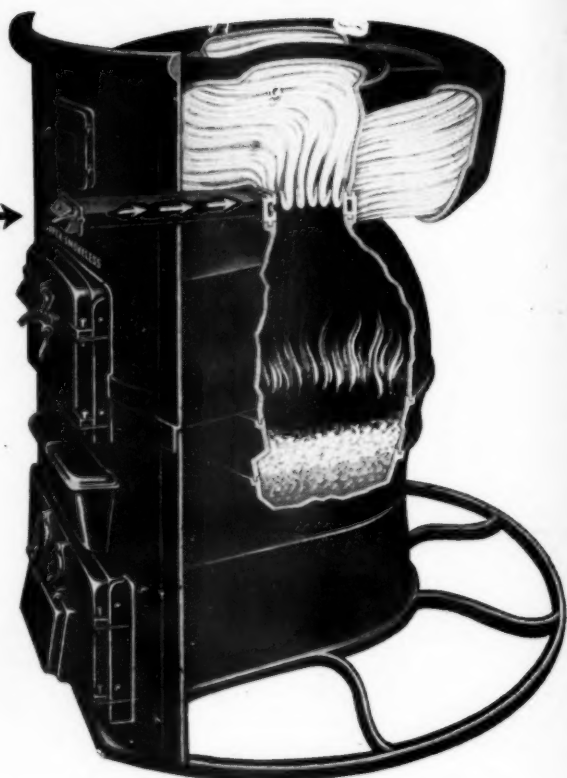
CHICAGO: Mineral Point Zinc Company
PITTSBURGH, SAN FRANCISCO, CLEVELAND
The New Jersey Zinc Sales Co.

THE SUPER-SMOKELESS FURNACE

*In All Sizes of SUPERIOR Pipe
and NEW IDEA Pipeless Furnaces*

THE only practical scientific soft-coal-burning heaters in successful operation. SUPER-SMOKELESS Furnaces have met with a great welcome in every soft coal section. Wonderfully clean in operation and exceptionally economical on coal—these high grade heaters are far better than ordinary warm air furnaces.

AIR
INLET



Sell heaters that have exclusive features of genuine merit, that meet a real need and assure a volume of business at a substantial profit.

Write for complete information about the SUPER-SMOKELESS

UTICA HEATER COMPANY

UTICA, New York

218-220 West Kinzie Street, Chicago, Illinois

May I Borrow Some Ashes?

Read What Mr. Hoskins Says-



**Get Your
Catalog**

Write for your copy
of our big, new, well-
illustrated Catalog.
A postcard will do.

Mr. Hoskins, a member of the firm of Hoskins & Young, Hutchinson, Kansas, began selling Front Rank Furnaces in 1919. He says Front Ranks are so economical with coal that their users have to borrow ashes to make sidewalks. It was because of this favorable reputation that they originally took over the agency in Hutchinson for

FRONT RANK
TRADE NAME REGISTERED
STEEL FURNACES

An aggressive sales policy, with close co-operation from our factory in figuring, selling and installing, has made big money for them and established an ever-growing, substantial business. We offer you the same furnaces with the same co-operation. Will you line up with Front Rank and success?

*Shipments Made From St. Louis, Mo., Lincoln, Neb.,
Richmond, Ind. and Pittsburgh, Pa.*

HAYNES-LANGENBERG MFG. CO., 4545 N. Euclid Ave., St. Louis, Mo.



"Good Bye! We're Going Home—Front Rank is too Hot!"

Founded 1880 by Daniel Stern

Thoroughly Covers
the Hardware, Stove,
Sheet Metal, and
Warm Air Heating and
Ventilating Interests

AMERICAN ARTISAN and Hardware Record

Address all communications
and remittances to
AMERICAN ARTISAN
AND
HARDWARE RECORD
620 South Michigan Avenue
CHICAGO, ILLINOIS

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Eastern Representatives: C. C. Blodgett and W. C. White, 1478 Broadway, New York City

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Vol. 86. No. 16.

CHICAGO, OCTOBER 20, 1923.

\$2.00 Per Year.

DO YOU SELL ONE KITCHEN RANGE OR HEATER FOR EVERY HUNDRED PERSONS IN YOUR TOWN?

According to statistics recently published by the Census Bureau of the United States, there were 1,126,418 marriages in 1922, or a little more than one marriage for every hundred persons.

Making due allowance for those who for some reason or other did not go to housekeeping, it is fair to assume that in the average community of 10,000 people at least one hundred new kitchen ranges or heating stoves were required for the one hundred newly married couples.

Here is a goal to shoot at!

And keep in mind that these weddings are not all in June. In fact, they are strung along fairly well through every week of the year.

Which means that every week there are two new real prospects for a sale of a kitchen range and one or more heating stoves.

Which again means that if you don't locate those two new prospects, somebody else will and that the purchase will be made in some other store than yours.

For the stove business that amounts to anything is developed by the merchant who hunts intelligently for, locates and develops live prospects into actual purchasers.

Ask any real stove merchant how he built up his stove business, and he will tell you that it came because he went out to find customers rather than because they came to him when they got good and ready.

*Of course, in time a man will build up a rep-

utation for the line he sells, and some people will be directed by his satisfied customers to his store, but the foundation must first be built, and even then he must be up and doing all the time if his sales are to show any increase and much of a profit.

On the other hand, he will also tell you that there is good money in selling stoves and ranges—better than in many other lines.

And he will also tell you that the big portion of his profit in this department is made in the turnover of his stock.

He may buy in carload lots, but if he does, it is only because he sells in carload lot quantities several times during the year. We know of any number of stove merchants that turn their stove stock from four to six times a year.

For example, one stove merchant sold in 1922—which certainly could not be considered a favorable year, especially in farming communities—27 kitchen ranges of a grade that cost him nearly \$100.00 each. His total investment was never over six hundred dollars. His sales were about \$3,800.00. His gross margin was over \$1,200.00, or more than twice as much as his total investment. His net profit on stoves, with the average expense of his store at 28 per cent, was over \$200, or more than thirty per cent on his investment.

Go after the stove business in your locality in the right way, with advertising and personal work, and you will make money.

Random Notes and Sketches.

By Sidney Arnold

"East is East and West is West, and ne'er the twain shall meet," sang some poet who did not know what he was talking about, for the two meet quite frequently and get along very nicely, that same poet notwithstanding.

For instance, Miss Etta Cohn, Manager of AMERICAN ARTISAN, and Ed Scott, Editor of the *Sheet Metal Worker*, meet quite frequently at sheet metal and warm air furnace conventions, and so far I have never heard of any disturbance of the peace at any of these meetings, and this very circumstance is a fine example of the way business folk who are in the same line ought to treat each other—giving the other fellow credit for being at least as decent as you are.

Anyway, the Michigan Sheet Metal & Roofing Contractors' Association has just awarded two prizes—one each to the "lady and gent" who traveled the farthest distance to their annual outing, Miss Cohn receiving a quart size vacuum bottle in corrugated nickel case, and Ed Scott one of those electric lamps that you can stick on the bedpost or to the wall or any other place.

As Miss Cohn does not carry her lunch, I am rather wondering what she will do with her prize, but Ed certainly can make good use of his lamp when he wants a little more light on his cards in his famous bridge games.

* * *

"Daddy" Ross, of the Henry Foundry & Furnace Company, was on his way to the Union Station in Chicago the other day when I met him on the Madison bridge, but he took time to tell me one of his famous fish stories:

It seems that "Daddy" is in the habit of going up into Northern Wisconsin for his summer vacation and that he makes his headquarters with an old Irishman who runs a sort of "Sportsmen's Roost" near

one of the lake groups in that section.

One day Ross and Pat were out fishing for bass and after hauling in a number of smaller fish, Pat felt a real pull and jerk on his line. After quite a long fight he succeeded in getting a big bass nearly up to the boat and he was just getting his dip net under the fish when all of a sudden Mr. Bass made a jump and got away with a part of the hook in his mouth.

Pat swallowed the chew he had in his cheek and after considerable coughing, made this astounding remark:

"Begorra! That is the first tyme that old hook broke on me in tin years."

* * *

Ralph Blanchard and D. E. Cummings, both being Chicogoans, were on the train together and in the course of their conversation the talk drifted to their respective abilities to see and hear.

Ralph said: "Do you see that barn over there?"

"Yes; why?"

"Can you see the little green fly walking around on the roof of the barn?"

"No, but I can hear the shingles crack as the fly steps on them."

Ralph said no more.

* * *

"Now I'd like to know what you want!" snorted Jim Beech, of The International Heater Company, as he confronted the tattered stranger standing timidly on the back steps of Jim's home in Maywood, Illinois.

But the dusty one was in no way disconcerted. He considered a moment and then asked mildly:

"Well—what have you?"

* * *

Paul F. Brandstedt who is Chairman of the Trade Development Committee of the National Sheet Metal Contractors' Association and also of the 1924 Convention Com-

mittee for that body, has for many years had some negro woman do the washing for his household.

One day Liza called for the washing and took it home as usual, but failed to return it. Three weeks later the Health Department of Washington returned the clothes, well fumigated.

When Liza showed up her mistress wanted to know where on earth she had been, and she replied that "her step-husband had done been had the smallpox."

Mistress—What on earth is a step-husband?

Liza—Law, ch'ld, when one husband step out, another step in.

* * *

One of my Cincinnati friends gave me a copy of a desk card which he has sent to his customers in the printing business. It applies to printers, God knows, but I am inclined to believe that most of us are "kicked by the same mule," as the saying is, so here it is:

Who Am I?

I am more powerful than the combined armies of the world!

I am more deadly than bullets, and I have wrecked more litho and printing houses than the mightiest of siege guns!

I steal from the litho and printing trades hundreds of thousands of dollars each year!

* * *

"It is only a little thing, it doesn't amount to much, so why care?" is the way too many people look at so-called "small mistakes." But this world is made up of thousands of little things, and unless these little things are properly attended to, the big things will not be properly done.

The Little Things.

He came a little sooner
Than the other fellow did,
And stayed a little longer
Than the other fellow would.
He worked a little harder
And he talked a little less,
He was never really hurried,
And he showed but little stress,
For every little movement
His efficiency expressed.
He saved a little money
In a hundred little ways,
And banked a little extra
When he got a little raise.
Of course, it's little wonder that
He murmurs with a smile,
As his dividends come regular:
"Are the little things worth while?"

Zideck Takes Issue with Harry Snow as to Failure of Gravity Warm Air System.

Invites Installers of Warm Air Furnaces to Tell of Their Experiences with Auxiliary Fans.

Written Especially for AMERICAN ARTISAN AND HARDWARE RECORD by E. E. ZIDECK, Instructor in Charge Sheet Metal Work and Allied Trades at Lincoln Institute, New York City.

DURING the summer months we published a series of articles on warm air furnace heating which were prepared by E. E. Zideck, who is recognized—particularly in the Eastern states—as an exponent of and a man who knows modern warm air furnace installation.

In our issue of August 11th there appeared on pages 18 and 19 an article, written by Harry M. Snow, Vice-president of the Furnace Fan Corporation, in which issue was taken with some of Mr. Zideck's statements.

The following letter has been received from Mr. Zideck, which we are glad to publish as the subject of furnace construction and the necessity for keeping it absolutely tight may well be emphasized:

TO AMERICAN ARTISAN:

In your issue of August 11th, you print an article written by Mr. Harry M. Snow, Vice-president of the Furnace Fan Corporation, Dowagiac, Michigan, and I wish to correct what, to all appearance, was misunderstood by Mr. Snow and moved him to take issue with statements made by me.

In my articles published in AMERICAN ARTISAN, up to August 11th, on furnace heating, the *Gravity System* of warm air heating was discussed. My reference in these articles to "the use of fans in connection with a furnace is not a solution of the problem" stands as it was put, because the use of a fan in that connection changes the system to a mechanical one, even if the said fan, as Mr. Snow intimates, works automatically.

I have used a fan in connection with a furnace placed below the stage floor in a theater, in which the auditorium floor was on a level with the furnace base and gradually rose, as is common in theaters, as

far back as 1912. The furnace, by that fan, was made to heat the building and ventilate it at the same time (moved air in great volumes into and out of the furnace casing and throughout the rooms) but, it was impossible to prevent ashes and, when the firing apparatus became leaky, gases and smoke were carried along with the strong current of air.

The manufacturers of the welded steel furnace claim that their furnace is tight under all conditions, which is believable, and that no ashes or smoke can enter the casing except when it is leaky and permits smoke and dust from the cellar to enter it. With this kind of a furnace and with a perfectly tight casing around it, the suction produced by a fan could not draw dust and smoke. But if these prerequisites do not exist, then the use of fan with the furnace would certainly accelerate the draft for the dust to enter the casing, and the smoke or the gases from a leaky furnace to more readily follow the least resistance—in this case either the air moving away from the furnace or the vacuum created by a current of air moving away from a solid object, the furnace.

According to Mr. Snow, the fan manufactured by his firm does entirely away with the dust from the cellar being sucked in, or the air current carrying with it whatever escapes from the furnace. Granted, that the cold air duct (or that part of the system subjected to the fan drawing air from it) is perfectly tight and that nothing can enter it to be carried along into the rooms; and that the air moved into the casing by the fan assumes equal pressure against every part of it and the contained firing apparatus as well, the pressure from within the casing would drive air into the leaky fur-

nace, just as he says it does, and the ashes, gases, smoke and the like, could not enter the casing.

If then, the arrangement of a strong current of air producing fan, within a furnace casing, is such as to exert itself against both the leaky furnace and its casing in every place alike, causing no drafts from behind the struck furnace parts, then the arrangement, in this respect, would be all that is desired. But as to other respects, for instance the driving of air into the furnace, thereby minimizing draft where it is wanted; or, making the fire burn at night when it is not wanted; these things, naturally, cannot be judged rightly until after the fan has been used for a longer time—through the full season at least—and then it might be possible to speak authoritatively about them.

Meanwhile, it would be best to let installers who have had experience with fan systems tell something about it.

The use of fans to force the air over the heat radiating medium is nothing new. Fans were in use for decades in this system, both in connection with water-heated radiator batteries and furnaces. This is, however, a different system entirely, and not a gravity system.

Here the arrangement of ducts is not governed by the rules applying to the gravity system. Here the ducts, both feeding and discharging, may be laid horizontally or even up and down, as it does not matter in a system which by mechanical means draws the air in and forces it out.

Therefore, it makes a difference to the installer whether the furnace he installs is to have a gravity system arrangement of ducts and pipes, or whether he uses a fan and can lay the pipes without regard to the former. If he uses a fan, why, the pipes can be all upon the ceiling, no elevation to them at all, and the job can be executed in a manner pleasing the owner of the house—who does not like his cellar crowded with pipes and himself bending or crawling under and between them.

It cannot be denied that the small, not very costly, easily installed fan,

especially one that operates automatically, will do good in connection with older installations which, for some reason, do not bring the air up, or, as is the case with many of them, bring up air through some of the pipes and none through the rest of them. The installation of such fans into these faulty gravity systems will help get the air through all the pipes, providing the installer brings in the amount of cold air he needs to fill the warm air pipes.

But, as to Mr. Snow's assertion that the gravity system is a failure and that it cannot be installed so as to satisfy, that is another matter. It is not always a good policy to talk salesman-ism when the man for whose benefit the talk is given expects mere deductions from observations and facts.

E. E. ZIDECK.

Editor's Note.—We shall be glad to have furnace installers who have made use of fans—either to improve faulty installations, or in new installations—tell of their experiences. What the practical installer has to say carries a good deal more weight than statements of men who either have something to sell or belong in class of theorists—and this is said without malice toward any one.

*The Eye Signs on the
Horseshoe-Shaped Arrow
for Fox Furnace Company.*

The sweeping line in the advertisement creates action where there is none and compels the eye to follow where it leads. It is said that lightning follows the line of least resistance in its passage through the air; therefore, it is led through the rod into the ground and does no harm. The eye of the reader has the same tendency. It is willing to be led.

In the accompanying ad, reprinted from the Baraboo, Wisconsin, *News*, the Ott Hardware Company, in its local advertising, has taken the mark of distinction of the Fox Furnace Company, who manufacture the Sunbeam Furnace.

This advertisement has for its

object education. It begins with something which the reader already knows or is supposed to know, and tells him something in addition. "Warm Air Heating Does More Than Heat." From this it runs to three other accomplishments of Warm Air Heating. It makes these

*Hart & Cooley's New Catalogue
Will Follow Standardization
Committee's Report.*

An announcement has just been made by the Hart & Cooley Company, New Britain, Connecticut, outlining its plans in connection with

FRESH, MOIST AIR RISING FROM THIS WARM-AIR HEATING SYSTEM CIRCULATES HEALTH AND COMFORT THROUGHOUT THE HOME

**Warm Air Heating
Does More Than Heat**

It Saves Money—The Sunbeam Warm Air Heating System will save you money on first cost, fuel cost and upkeep cost.

It Ventilates—The Sunbeam System takes fresh air, warms it to the proper temperature.

It Humidifies to the air that enters your home the Sunbeam System adds the moisture necessary to make indoors healthful and comfortable.

OTT HDW. CO.

BARABOO, WIS.

SUNBEAM
WARM-AIR HEATING

Fox Furnace Company Uses Sweeping Line to Attract Attention and Arouse Interest in Warm Air Heating.

three salient features plain by setting them in bold face type, following with a more explanatory paragraph in small type.

The horseshoe-shaped arrow on the ad is found on all Fox Furnace Company advertisements. It serves not only as a trade-mark, but as a leader for the reader's eye as well.

the standardizing of warm air registers in line with the recent meetings held by manufacturers to consider this subject. The announcement states that the Company's new catalogue is in preparation, and gives a list of registers which will be discontinued, starting with 1924, as well as a list of the sizes which will

be carried in stock in its Number 150 line. These include the sizes which were adopted at the recent meeting as standards.

The third paragraph gives the sizes of floor registers recently adopted as standard which the Company will carry in stock. There are certain sizes which it will be prepared to furnish, but will not carry in stock.

A plan has been worked out by which all registers which are to be carried in stock will be printed in bold-face type, while those which will be made to order will be listed in light-face type. This circular states that the Company has made a large reduction in types as well as sizes of registers, and it asks the cooperation of its friends in its effort to simplify the line.

In connection with its vertical bar face register the announcement makes the following explanation:

When certain sizes of baseboard registers were recommended as standard, this Company made clear the fact that it could not agree that

it would not make and sell at any time any type and size of register that clearly increased the efficiency or decreased the cost of warm air heating. Our Number 170 line, Vertical Bar Face Register, is such a type, and stands in a class by itself, with 85 to 87½ per cent free air capacity. We shall catalogue this register in the following sizes, in addition to all sizes above specified for our Number 150 line:

172¼, 8 x 12 for 10-inch pipe, 78 square inches pipe area, 81 square inches face area.

173¼, 10 x 13 for 12-inch pipe, 113 square inches pipe area, 110 square inches face area.

176, 12 x 14 for 14-inch pipe, 154 square inches pipe area, 149 square inches face area.

Our tests of these sizes for sizes of pipe stated confirm those of Professor Willard, of the University of Illinois, and demonstrate that they are practical. They are at present in very general use, and giving satisfaction.

Millis Takes a Vacation Among Furnace Manufacturers and Furnace Installers.

He Tells of His Impressions and Makes Practical Deductions from His Observations.

THE following is extracted from a paper presented by L. W. Millis before the Warm Air Study Club of the Security Stove & Manufacturing Company, Kansas City, Missouri. The paper was entitled:

A Furnace Man's Vacation.

I hope I am not egotistical enough to think that you men are gathered here to listen to any revarnished fish stories or golf yarns, such as usually follow a fellow's vacation. Principally, my trip was a visit to my daughter who lives in Cleveland. Her husband has an engineering sales organization with offices in Cleveland, Toledo and Columbus, Ohio. The roads are good, big towns plentiful and he motors to many jobs.

So instead of spending much time with my wife and daughter and the children, as I had anticipated, I did considerable riding. Some of the things I saw have, I believe, considerable bearing on the work that the Security Stove & Manufacturing Company's Study Club is trying to do. I will not try to put it in connected form, but perhaps it may lead us to conclusions which may profoundly affect our future.

We spent one day in Chicago, mostly in a rubber-neck wagon and in the Art Museum, but took time to call at the office of AMERICAN ARTISAN AND HARDWARE RECORD, principally to find out if they are getting tired of our club stuff. We were shown every courtesy and informed that the work of every man in this Club is attracting considerable attention, and that as long as you are doing something constructive they would like to tell the world about it.

Visits Steel City.

On Tuesday I had an opportunity to mor to Youngstown. Youngstown is a great steel producing town. I spent several hours in the Bessemer plant of the Republic Iron & Steel Company. Part of the iron is melted in cupolas not very different to ours, but much is melted two miles away and brought in big ladle cars to the plant and dumped into an oil heated melter. These melted irons are mixed and the ingredients that are short are added near the finish.

This was all very interesting, but I also wanted to see what residence development would accompany steel prosperity. I found a lot of good buildings going up. I did not have time to go through them carefully, but as far as examined I found much hot water and

steam and very little really good furnace work.

A day or so later we started from Cleveland at four P. M. to drive to Columbus. We stopped at several towns on the way and stayed all night at Mount Vernon. That city is famed for two things. The man who wrote "Dixie" lived there and also my wife's father was born there. However, I failed to connect with relatives who had ever heard of me and I failed to borrow any money.

Calls on Secretary Williams.

We reached Columbus early in the morning and I took the opportunity to call on Allen Williams, Secretary of the National Warm Air Heating and Ventilating Association. Mr. Williams is of necessity an extra good "glad handler," but if there was any doubt of his delight at meeting a representative of this Club he quickly dispelled it by bringing out a special loose leaf binder containing copies of everything that has been printed about our Study Club. He offered some valuable suggestions for our future and asked me to express his admiration of your work to each individual member of our Club. I was highly flattered by my reception.

Columbus is growing fast. They have lately passed a good heating ordinance, and new houses there have less hot water and steam plants and less poor furnace installations than it some other towns. That is worth thinking about. It must have cost somebody a lot of work and probably some business grief to put the low grade furnace work on the toboggan, but in the end the men who did it will be known as benefactors of mankind. I glory in their grit, whoever they are.

Stickler on Veracity.

I spent part of a day in the celebrated, aristocratic, Shaker Heights district of Cleveland and another in the beautiful Lakewood district. Hundreds of houses are under construction. Hot water and steam are very common. My reputation for truth and veracity may not be very good, so I think I had better fortify it before I tell you about warm air stuff in real estate houses in Cleveland. I know there is no Bible here but if Mr. Cole will get out his dictionary I will put both hands on it and promise to tell the truth, the whole truth, and nothing but the truth, concerning the aforesaid houses, so help me, Noah Webster.

In a duplex about 22 feet x 42 feet I found two 22-inch ring type furnaces, each one taking care of eight rooms. That part was all right, but some of the stacks were in outside walls and unprotected. The throats on first floor were the same size as stacks to second floor, and in every case possible, double headers (with the narrow throats) were used and some runs were twenty-four feet long—9-inch pipes and 4 x 12 stacks were used mostly. Basement air often too high in casing, water pans low down in casing, and bad chimney connections were common. In several cases pipes were jumped off from pitched canopies and also a pipe taken from below bottom of canopy on same furnace.

I should pipe these jobs about as follows: On first floor about 400 inches at canopy and maintain it at all points. They had 252 inches at throats for 8 registers. On the second floor they had the same. I saw no signs of asbestos at base of stacks or inside of register boxes.

I found a few just a little better than these but not much better.

Now I am going to skip over some of the furnace installations and tell you about furnace manufacturers. I visited several towns and went through several furnace plants. I found them busy but complaining about slow sales, long datings, and too many fellows cutting the life out of prices, and bad installation by dealers.

Visits "Dick" Moncrief.

I must also tell you how Dick Moncrief received me. I met him early in the first week and had an enjoyable chat. He asked me to call him the next week which I did and he took me for a ride down to Medina, to their factory. On the way down we swapped lies as usual. We stopped at Springville and he asked me to have a drink, but that was the same old disappointment. When we reached the factory he turned me loose with introductions to the various foremen. If there was anything I did not see it was my own fault. No one could imagine better treatment than Moncrief gave me. But he had the same old story to tell, namely suffering because of low grade installation work.

That night at my wife's urgent request, my daughter and my wife and I took passage on the great steamer "See-and-bee" to Buffalo and then to Niagara Falls. My wife wanted to once more experience the thrill that comes in passing through the "Cave of the Winds" and also to have our daughter experience it. We planned to take in certain sights in a given time, leaving the "Cave of the Winds" until the last. Our daughter had been in the hospital a few months ago and when we reached the fierce change in atmospheric pressure and the tremendous downpour of water she was too much affected to "carry on." I got her out as best I could but we did not reach the "Hurricane Deck," so we went home defeated but happy. If it had not been for some exposed wall stacks in a restaurant I probably would not have thought of furnace installation all that day.

Hot Water Not Extensively Used.

I trust you will pardon me if I draw a few little conclusions from the things I saw while on my vacation. All furnace manufacturers are equipped to make and do make furnaces that will extract heat from fuel.

I found where furnaces are well installed that hot water is not extensively used except in large intricate work where space cannot be obtained for air conductors. In Columbus, where better work is being done, one Radiator Company has found it unprofitable to keep in town samples of sizes used in residence work. Also I found that wherever, what I think this club might call "Furnace Illiteracy" prevails plumbers are extremely busy heating men.

Niagara is called the eighth wonder of the world. If anybody is hunting another great wonder I would suggest that you look at the spectacle of manufacturers of furnaces capable of heating homes in the best manner possible and of those same manufacturers being at the mercy of conditions that would not be tolerated in any other industry.

Cleveland is the fifth city in the United States but it is away down in furnace installation and away up in hot water work. I confidently submit that spectacle as a great wonder of the world.

Optimistic About Future of Warm Air Furnace Industry.

There are two great reasons why people take vacations. One is because they are not sufficiently interested in their work to keep at it or because they are lazy. The other is because their enthusiasm for their work has seemed to need bolstering up.

I really do not think I vacationed for any of these reasons. I wanted to see my girl and her family and I went to see her. However, I am quite certain that a proper perspective of the many things I encountered will bring us increased courage and a greater determination to help advance the practice of heating to a point where there will be hardly enough furnace factories instead of too many, and also where competent furnace installers are fully employed, leaving plumbers time to do their plumbing. Perhaps this rambling tale of a furnace man's vacation will carry to the individuals of this Study Club the thought that perhaps we, already, have accomplished something. If so it is a good foundation for the accomplishment of greater achievements. Then my vacation will not have been in vain.

Becker Pushes Warm Air Furnace Through Local Advertising.

Ancient Pompeii was the advertiser's paradise. Two thousand years ago the people recognized that in order to sell it was necessary to portray the articles for sale where people could see them; hence, they used the sides of buildings where large numbers of people passed daily. After a test of 2,000 years,

John Becker, too, has seen the rays of light shed from a policy of continuous advertising.

There is no denying that, to be successful, advertising must be continuous. One thousand jerky efforts directed upon a heavy load will not move it, but a steady, continuous pull of combined forces will carry the load away with impunity. The same is true with advertising.

Advertising is nothing more than applied common sense. If you wish to sell some article you do not keep quiet about it, but rather you bring it to the attention of the people whom you have reason to believe will be interested in your product. You analyze the market, then you tell the people in that market what you have and how the article can be used to advantage by them. This is just what John Becker has done in pushing the Lexington furnace.

Warm Air Furnace Committees Meet in Cleveland, Ohio.

A joint meeting of the Code, Research and Executive Committees of the National Warm Air Heating and Ventilating Association was held Friday, October 19th, at Hotel Winston, Cleveland, Ohio, at which the

THE LEXINGTON

All-Cast Warm Air Furnace

Extremely large Radiator means longer fire travel and more radiation.

Heavily ribbed Dome Feed Section built to last.

Patented Air Blast Fire Pot burns the gases out of the fuel.

Perfect operating Duplex Ball Bearing Grates.

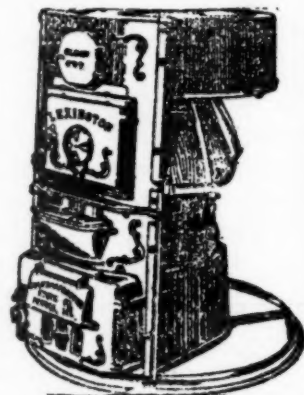
Made in Peoria

CULTER & PROCTOR STOVE CO.

Established 1863.

John Becker

Local Sales Agent. Phone M. 5322.



Pushing Warm Air Furnaces Through Local Advertising.

this practice is still in use as supplementary advertising, the main barrier being the newspapers whose circulation is definitely known.

The accompanying reprinted advertisement is taken from the *Peoria* (Illinois) *Star* and it shows that

subject of a special meeting of the Association was considered.

It was announced at the meeting that the National Association will hold its mid-year meeting at the University of Illinois, Urbana, Illinois, December 4, 1923.

What Is Wrong With This Pipeless Furnace Job?

Here is another one of our subscribers with a problem in pipeless furnace work. His letter follows:
TO AMERICAN ARTISAN:

I am sending herewith a sketch of my house which I have tried to heat with a pipeless furnace.

Will you kindly publish this sketch with explanations and ask Mr. Turton and the other pipeless

The ceiling registers are placed as follows: One in living room for bedroom above; one in library for bathroom; one in dining room for bedroom; all are 9 x 12 size.

A 21-inch firepot furnace is unable to heat the living room, kitchen and bathroom.

I tried to force heat into the living room by shutting off the stairway by means of curtains from ceiling to first step, but to no avail.

The house is of frame construction, four rooms below and three on second floor.

SUBSCRIBER.

Thirty-five Years of Satisfaction from Same Warm Air Furnace, Says Arthur Scott White.

Prominent Grand Rapids Publisher Would Not Change System for Fear of Not Getting Another as Good.

THIRTY-FIVE years of continuous satisfactory service from a pipe warm air furnace is indeed a record of achievement of which not only the individual firm who made the furnace, but the warm air furnace industry in general can be proud. Under those circumstances we cannot but feel that the efforts of the leaders in the industry are bearing fruit; that the warm air heating industry is making for itself a place in the sun.

Thirty-five years ago this year Schwab & Sercomb, Milwaukee, Wisconsin, installed a Gilt Edge No. 52 warm air furnace in the 11-room home of Arthur Scott White, 262 James Avenue, Grand Rapids, Michigan. That furnace today, although, of course, it is out of date with the newer furnaces, is still giving the same satisfactory service that it gave the first year of its installation.

That's a record of performance.

In commenting upon the service rendered throughout the thirty-five years, Mr. White, the founder of the White Printing Company, who is a septuagenarian, but still engaged in active business, said: "I do not wish to replace this furnace, because I am afraid I shall not be able to get another one as good."

There is a customer who is sold and sold for keeps.

The joint meetings of the Code, Research and Executive Committees of the National Warm Air Heating and Ventilating Association prove that the Warm Air Heating Industry

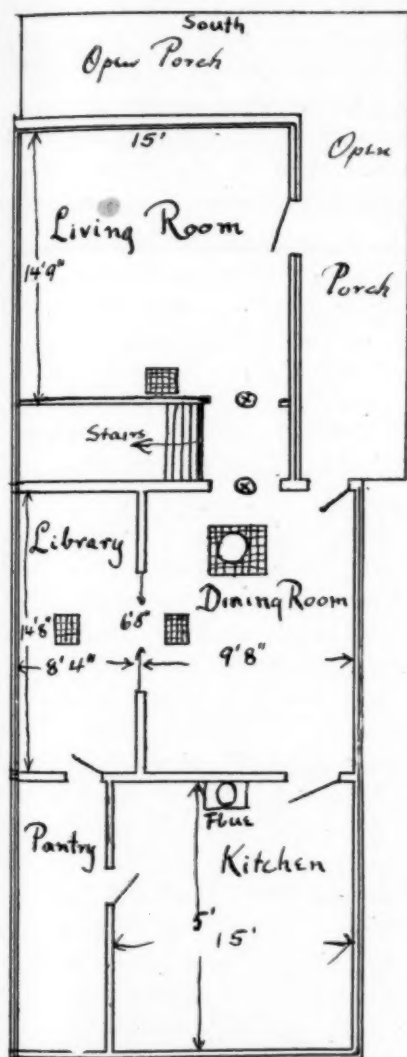
is a growing factor in our everyday life.

The firm of Schwab & Sercomb, as everyone in the industry knows, is now operating under the name of R. J. Schwab & Sons Company, 279 Clinton Street, Milwaukee, Wisconsin, and they are still carrying on the same policy of service originated by their predecessors.

Man Reaches His Highest Point in Efficiency at About 40 Years and Holds It for Long Period.

One reason for the apparent lack of executive material may be found in the lack of a desire on the part of many employers to hire men of mature years, possessing the experience that can come only with the years. An increasing number of firms have adopted the policy of hesitating to hire men who are over 35 or 40 years old. This in spite of the fact that, in the highly skilled trades, a man reaches his highest efficiency about that age and retains that efficiency for many years. The result is that these men are forced to accept mediocre positions, while men of less experience, because of their youth, are placed in positions of authority. Does it not seem that men of fifteen to twenty years' experience should be placed where they can give the younger men the benefit of their experience?

Customers must think well of a merchant's business methods and merchandise if he is to make a success.



First Floor Arrangement of House for Which a Pipeless Furnace Plan Is Sought.

furnace experts to let me know, through AMERICAN ARTISAN, how to heat the living room?

I took the two doors off where an X is marked in the sketch, when the furnace was put in and above the openings placed wood faces, 22 inches high and 3 feet wide from top of door to ceiling.

Clean-out Tees on Certain Elbows Often Save the Pipe Much Abusive Treatment and Facilitate Cleaning Operations.

The Sketch of the Design Given Below Shows How a Working Drawing of a Tee of This Sort Can Be Quickly Laid Out.

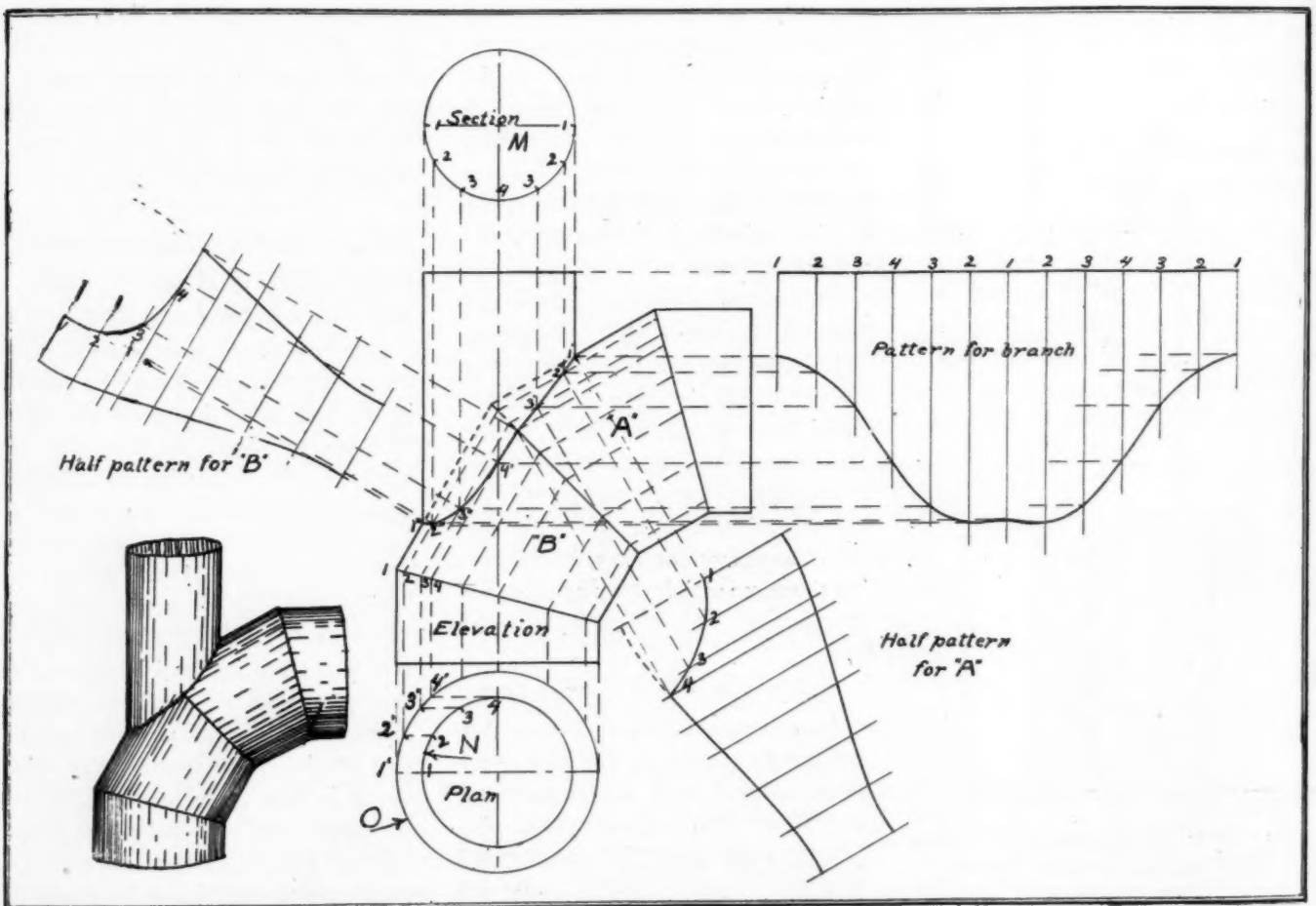
Written Especially for AMERICAN ARTISAN AND HARDWARE RECORD by O. W. Kothe, Principal, St. Louis Technical Institute, St. Louis, Missouri.

ON SMOKEPIPES, and for that matter, also on blow piping and many other forms of piping, it is often necessary to place clean-out tees on the heel of certain elbows. This saves taking the pipe down at intervals, which is always

with the tee set on the center line of the lower base. This tee can be made any size desired.

After the elbow is designed, we draw the center line for tee and describe the section M and divide one-half of it in any number of equal

O, as in points 1'-2'-3'-4'. From each of these points we erect lines to the first miter as at 1-2-3-4 and then extend them parallel to each gore piece to the second miter, then extend them to the third miter. Now, where these lines intersect



Pattern Shows Cleanout on Blow or Smoke Pipes, Facilitating Removal of Foreign Matter Without Dismantling Piping.

more or less abusive to the pipe, but by having tees in the heel of elbows for clean-outs, the pipes can be blown out with a hose or cleaned with a stick. The design of elbow or the number of pieces of diameter it is to have, does not matter, as in this case we have the 4-piece elbow

spaces, and we drop lines into the elevation. Now to make the proper intersections between the tee and the elbow, we must develop the miter line by transferring the section M into plan or N. From the points 1-2-3 in N we draw horizontal lines to intersect the circle for elbow

those dropped from section M, as in points 1'-2'-3'-4'-3''-2''-1'', sketch a curved line and you have the miter between the tee and the elbow.

To set off the pattern for tee, pick the girth from N and set it off on a line 1-1 to the right of elevation. From these points drop stretchout

lines and then from each point in miter line project over lines to intersect similar lines in stretchout. Trace a line through these new intersections and the pattern for branch is finished. Laps for flanging and riveting the longitudinal seam must be allowed extra. The matter of making a rim and a cap to fit over the end of tee is very simple and hardly needs mention.

To set out the patterns for the several pieces of the elbow, the general practice is to set the tee on the finished elbow and mark out the opening; but should it be desired to develop the opening in the patterns, then these can be projected much the same as any ordinary elbow is developed. So pick the girth from plan section O as 1'-2'-3'-4', etc., and set it off on a straight line

in patterns "A" and "B." The balance of the lines are also picked from the section "O" and then lines are drawn parallel with those gore pieces of elevation. By projecting lines from the miter of elevation as 1'-2'-3'-4', also 4'-3"-2"-1", we develop the patterns for the gore pieces "A" and "B." The end pattern can be easily set off the same as has been explained in past issues.

Metal Branch, National Hardware Association, Meets Atlantic City, Thursday, October 18.

Chairman H. N. Taylor Reports on Terne Plate Simplification—Tuthill, Zinc Institute, also Speaks.

THE meeting of the Metal Branch of the National Hardware Association opened its session Thursday afternoon, October 18, in the Ohio Avenue Hall, Hotel Marlborough-Blenheim, Atlantic City, with remarks by W. H. Donlevy, Chairman.

Opening Remarks of Chairman W. H. Donlevy.

"The present year has been a fairly prosperous one in the metal industry. The heavy demand and strong market which developed early in the year was maintained until mid-summer, when there was an apparent slowing down.

"Recently, there has been some concession in prices, especially in sheets, which has made buyers cautious and anxious to unload stocks, and enter the New Year with low inventories.

"If this policy continues through the balance of the year, it means a large tonnage should be placed when buyers feel prices have reached an attractive basis. What effect the change in shift from 12 to 8 hours will have upon prices of finished materials, remains to be seen.

"Some are of the opinion the advance in costs will be absorbed by the manufacturers, while others feel it will be passed on to the trade.

"In some sections there appears to be some pessimism as to the immediate outlook, but there are several factors which should cause this feel-

ing to disappear and which would seem to prove our country is in a prosperous condition.

"The tremendous building expansion of the year has failed to meet the demands of the people for



**W. H. Donlevy,
Chairman, Metal Branch.**

houses, and there is every indication that building will proceed throughout the winter so far as weather conditions may permit, despite the exceedingly high costs.

"Labor is fully employed at peak wages in many lines, thus giving that element a large buying power.

"September sales of the leading Chicago mail order houses show heavy increases over the previous month. As these houses sell most of their merchandise in agricultural sections and in small towns, this would indicate a prosperous condition exists in those communities.

"So, I feel we can face the coming year with sufficient optimism to warrant the expectation of a continuance of good business.

"We believe the manufacturers are giving serious consideration to the advisability, if not the necessity, of a National Campaign of advertising the merits of sheet metals. The success of the campaign of the Copper and Brass Research Association and other organizations should be almost a guarantee that similar satisfactory results would follow such a campaign in our industry.

"It is earnestly hoped such a plan will be shortly worked out and launched."

A discussion of the sheet steel market conditions was taken up by representatives of the various mills, who were called upon by Chairman Donlevy.

A report of the terne plate simplification committee was rendered by H. N. Taylor, Chairman, N. and G. Taylor Company, Philadelphia, Pennsylvania.

W. C. Carroll, of the Inland Steel Company, Chicago, Chairman of the sheet steel simplification committee, submitted a report on that committee's activities, which in his absence was read by Secretary Thomas J. Fernley, which appears as follows:

Chairman Carroll's Report.

Report of Simplification Committee on sheet steel to the members of the National Association of Sheet and Tin Plate Manufacturers on October 9, 1923.

At the Cleveland meeting in May, last, of the Metal Branch of the National Hardware Association of the United States, Major A. E. Foote of the Department of Simplified Practice, Department of Commerce, Washington, D. C., addressed the members, and explained what had been accomplished in the way of eliminating waste in various industries.

He mentioned, among others, sixty-six varieties of paving brick which have been reduced to seven, and thirty-one sizes of fruit baskets which have been reduced to three. In concluding, he extended an invitation, direct from Mr. Hoover, to the manufacturers and distributors of sheet and tin mill products, to coöperate with his Bureau, in order that unnecessary items might be eliminated.

Members of Sheet Steel Committee.

Promptly following Major Foote's address, Chairman Donlevy of the Metal Branch, appointed an Eave Trough and Conductor Pipe Committee, a Terne Plate Committee, and a Sheet Steel Committee. The members of the Sheet Steel Committee are: W. C. Carroll, Inland Steel Company, Chairman; L. D. Mercer, United Alloy Steel Corporation; W. E. Scott, Youngstown Sheet & Tube Company; F. O. Schoedinger, F. O. Schoedinger Company; Arthur M. Long, Trumbull Steel Company; W. W. Seibald, American Rolling Mill Co.

The members of the Sheet Steel Committee, after exchanging views by correspondence, met October 8, and prepared a report, which we submit for your consideration and, we trust, your approval. If the recommendations which we will make are approved by the sheet steel manufacturers, a meeting will be promptly arranged with a committee representing the distributors, and, having secured their approval, we will then be in position to place our recommendations before the Division of Simplified Practice.

Problems of Distribution Simplified.

Addressing the manufacturers of bedsteads, springs and mattresses, whose manufacturing problems, as well as their problems of distribution, have been greatly simplified, Mr. Hoover said:

"A great deal has been accomplished in many industries in the direction of simplification. The idea is not new; it has been growing steadily for years. There are indeed many reasons why this question is of more importance now than ever before, because our distribution costs are enormously increased by additions to the cost of transportation, labor, rents, and a thousand things, always including taxes. Clearly, if we are to restore the general level between incomes, we can do most if we decrease costs, particularly distribution costs. I know of no method that is more direct and fruitful than that of simplification. Anything we can do, coöperatively, with you, we propose to do. We are glad to give you the fullest kind of moral support. When you come to conclusions, we will give you all the support possible throughout the different branches of trade. We will try to make your efforts understood by the public, and lend a hand wherever possible. For clearly, your effort is of real consequence to our national program as a whole."

It is the practice of the Department of Commerce to publish a bulletin, setting forth the conclusions arrived at by the parties at interest. This moral support by the Department of Commerce is of the utmost assistance in a movement of this kind.

The distributors of sheet mill products, according to opinions expressed at the

meeting of the Metal Branch, are more than ready to acquiesce in any plan which will reduce the great number of gauges and sizes which so many of them now carry in stock.

In making the recommendations which follow, we have endeavored to be sufficiently careful so that every possible need of the distributors' customers can be satisfied. Please bear in mind that the following list does not and cannot possibly be made to include special requirements of many manufacturers, but we hope will be adopted unanimously by



H. N. Taylor,
Chairman Terne Plate Simplification
Committee.

sheet manufacturers and distributors of sheet mill products, working together with a view to simplification, insofar as we believe it can be safely practiced by the mills and the distributors:

Applicable to All Products:

Even gauges—No. 10 to 28, inclusive.
Sizes—Widths, 24, 28, 30 and 36 inches.

Lengths—84, 96 and 120 inches.
Also 42, 44 and 48-inch wide by 144- and 28.

Also 42, 44 and 48-inch wide by 414-inches long in No. 20 gauge and heavier.

I have with me several letters from Major Foote, the last dated October 4th, in which he expresses deep interest in any progress that we may make, and he is arranging to attend the meeting of the National Hardware Association in Atlantic City, October 15 to 18, at which time he is anxious to be of any possible assistance to the Committee, as well as the sheet steel industry as a whole.

We earnestly hope that our recommendations will meet with your approval, so that we may proceed with the work with the jobbers and Major Foote's Bureau at Washington.

The entire report had been submitted before a meeting of the National Association of Sheet and Tin Plate Manufacturers held in Pittsburgh on October 9, 1923.

The Metal Branch favored the report in substance, but desired more time, in order to give it a fuller consideration.

The report of the committee on eaves trough and conductor pipe was made by Chairman A. Q. Moffat of the Wheeling Corrugating Company, Philadelphia, Pennsylvania.

Stephen S. Tuthill of the American Zinc Institute, New York, gave an address on calling zinc by its right name. This is published on another page.

Credits and collections were discussed, as was the eaves trough and conductor pipe situation.

Following the disposal of unfinished and new business the meeting adjourned at 4:45 p. m.

Bertsch & Company Are Enlarging Plant and Offices.

Bertsch & Company, Cambridge City, Indiana, will soon move into its new office building. This is a 50 x 60-foot, two-story and basement structure of brick. In addition to the office, the engineering department will occupy the new building, and with the better facilities provided, this end of the work can be carried on to much better advantage than formerly. Two fire-proof vaults for the storage of plans and records are provided.

The firm of Bertsch & Company was established in 1879 and has since that time been manufacturing sheet metal working tools, including punches, forming rolls and presses. Its line is complete up to the heavy machinery capable of handling 1½-inch plate for boiler and ship plate work.

In the near future they expect to start work on an extensive addition to the manufacturing plant.

Meridian Sheet Metal & Repair Company Moves to New Home.

The Meridian Sheet Metal & Repair Company, Indianapolis, has removed to its new building at 1331-33 North Capital Avenue, where the capacity will be increased. Frank N. Scanlon is General Manager.

That Zinc Is Zinc Is Being Driven Home at Every Chance by American Zinc Institute.

Stephen S. Tuthill Tells Members of Sheet Metal Branch Progress Institute Is Making in Promoting Sale of Zinc.

AT the meeting of the Metal Branch of the National Hardware Association members, held in the Ohio Avenue Hall, Hotel Blenheim, Atlantic City, New Jersey, Thursday afternoon, October 18, Stephen S. Tuthill, American Zinc Institute, New York, New York, gave an excellent address on "Calling Zinc by Its Right Name."

Calling Zinc By Its Right Name.

A trade organization is a tribute to the intelligence of those who compose it. I have always maintained that the association of men with a common aim should make for the betterment of a man and his business; if it does not, there is something radically wrong with the man or his business.

History tells us that the word "zinc" dates from the 15th century, and that it was first used by the Swiss medical philosopher, Paracelsus, who had much to do with the application of chemistry to pharmacy and therapeutics.

During the 17th and 18th centuries large quantities of zinc were imported into Europe from the east under various names, such as Calam, Tutaneg and spiauter. This latter word was eventually corrupted to "spelter."

Until two Englishmen discovered in the early part of the last century that zinc could be made malleable by heating it to a certain temperature, the use of zinc was limited to the fields of medicine and brass making. Thus treated, zinc may be wrought into sheet, strip, plate, rod, wire, tube and pressed, drawn or stamped objects.

Zinc Becomes Better Known.

From the beginning of production in this country and until the organization of the American Zinc Institute in 1918, zinc hid its light under a bushel.

Until the organization of the American Zinc Institute, zinc was, in fact, practically a mute, and suffered, too, from an inferiority complex.

During the past five years, however, zinc has become more and more articulate and self-assertive; first, because it has insisted upon being called by its right name, and, secondly, because it has more and more realized that *ego* is the mainspring of civilization and that every successful man or thing possesses it in a marked degree.

That zinc is zinc, just as much as copper is copper, is being driven home by the Institute at every opportunity, and calling zinc by its right name has done more to make zinc known than any other thing that has so far been done by the Institute.

I am leaving on Saturday for our mid-year meeting in the Tri-State district. At this meeting, I believe, final steps will be taken to increase, through publicity, advertising and exploitation, the sale of zinc, in all its forms, to the

proportions to which its usefulness to mankind absolutely entitles it.

We contend that, in view of the present complaints in respect to zinc-coated articles, the manufacturer would largely profit by a more efficient zincing of the sheet and the retiring of the word "galvanized" in favor of a name that would suggest to the buyer that he is getting a product protected one hundred per cent by the chief of all protective coatings, zinc.

Four Processes of Zinc Coating.

Today there are four processes of zinc coating; namely, hot, cold, dry and wet.

The hot process, which consists of applying zinc by dipping, for example, iron or steel sheets, wire netting and tubes, into a bath of molten zinc.

The cold process, which consists of coating small wire netting, screws, bolts, and so forth, with zinc in an electrolytic bath. This process is generally known as electro-galvanizing and has been in use about twenty years.

The dry process, or Sherardizing—the bon ton of the zinc coating family. This process, which was used in prehistoric times, is named in honor of Sherard Cowper-Cowles, in whose London laboratory it was rediscovered about 1902. Simply put, the articles to be coated, such as bolts, screws, nails, chains and stampings, are heated in the atmosphere of zinc. This is produced by placing zinc dust in the furnace with the articles to be coated. Do not the words "zinc vaporized" better tell the story?

The wet process, otherwise known as the Schoop process, by which, under comparatively recent patents, zinc is melted in and discharged from a spray gun or pistol directly onto the article to be protected; for example, iron and steel tanks, bridges, girders, machinery, rolling stock, and so forth.

More than 60 per cent of the slab zinc produced in this country is used in the zinc coating of iron and steel.

A well-known steel maker recently said to me that substitutes for zinc-coated iron and steel last year had replaced 1,000,000 tons of sheets, which would have required more than 100,000 tons of zinc for protective purposes.

Zinc Used for Protective Purposes.

Believing that a profitable market will as surely reward the maker of a more efficiently coated zinc sheet as a profitable market has rewarded the makers of improved tin plate, the American Zinc Institute is now conducting negotiations with the association representing the independent companies using large quantities of zinc for protective purposes.

The points under consideration by these two organizations are:

Determination of proper gage and proper coating, through laboratory tests.

Trade marking material made under jointly satisfactory specifications.

Licensing of the use of such trade mark.

Laboratory tests of such trade marked material from time to time.

"Withdrawal of the right to use such trade-mark whenever necessary to maintain the standard;

"An advertising campaign sufficiently broad to acquaint prospective users with the fact that a zinc-coated, or non-corrosive, material was available, the efficiency of which could be absolutely depended upon."

In addition, the Institute has committee representation in several national technical societies which are considering the problem of better protective metal coatings.

As you doubtless know, during the World War, owing to the high price of zinc incident to munition demands, iron and steel sheets and wire were coated with so-called rust-resisting paints and placed upon the market as substitutes for sheet zinc and zinc-coated goods.

Where Zinc-Coated Materials Are Substituted.

In handling zinc-coated material, the contractor carelessly flakes the zinc coating from the sheet or subjects the sheet to sudden or unusual bending stresses, or, perhaps he will use too light a gage in order to avoid the possibilities of flaking in bending. This can always be avoided by substituting sheet zinc at points where the flaking risk is involved in the use of zinc-coated material.

Garages and other buildings to the construction of which zinc-coated sheets are especially adapted are being erected with sections damaged by careless workmen and also with uncoated or thinly zinc-coated nails or screws. Is it any wonder that such a structure, after a short exposure to the weather, resembles a violent case of smallpox? There is absolutely no excuse for such work. As should be well known, properly zinc-coated nails are available in any quantity and at attractive prices.

In the contemplated campaign of education for the use of a better zinc-coated product, we shall not lose sight of the fact that the jobber, the contractor and the consumer must be instructed to avoid the abuses which have, in no small measure, unfavorably reacted upon the use of zinc-coated material in building construction.

Despite the many excuses of the jobber and the contractor for not backing it, zinc roofing material is the best roofing material that has ever been produced for the money.

Only the other day I received a copy of a report of a 1-year test recently completed by the Erie railroad in its Jersey City tunnel and roundhouse. This report shows that zinc was the only material that "came through" in perfect condition. As you know, zinc automatically prolongs its life indefinitely by protecting itself with an insoluble coating against atmospheric agents.

There are contractors, and there may be jobbers, who do not believe in advocating a roofing material which will last 100 years when they can get away with material that will have to be repaired and repainted every year and renewed every five or ten years.

My answer to that is that such men will stay in business only long enough for their customers to get wise to them, and zinc's proposed publicity, advertising and exploitation campaign is being prepared with a view of putting these consumers wise.

I am free to confess that some of the sheet zinc mills are slow to learn that

keen merchandising ability includes a proper discount to the jobber and to the contractor in their sales price, and that furthermore, such ability always paves the way for sales, so that when the goods are on the shelves they move faster and the jobber's and contractor's turnover is quick; otherwise, they do not buy.

Pattern Department Is Worth More Than Subscription Price Says J. F. Cleary.

TO AMERICAN ARTISAN:

Herewith check for another year's subscription. I think the pattern department is worth more than the subscription price per year.

Yours truly,

J. F. CLEARY.

—, Iowa, October 12, 1923.

Notes and Queries

Address of Hetzel Roof Cement Company.

From Harry T. Klugel, North Emporia, Virginia.

I should like to know the address of the Hetzel Roof Cement Company.

Ans.—This concern is known as the Estate of J. G. Hetzel, and is located at 67 Main Street, Newark, New Jersey.

"Pease Economy" Furnace.

From Edgewater Tin Shop, 5517 Broadway, Chicago, Illinois.

Will you kindly inform us who makes the "Pease Economy" furnace.

Ans.—International Heater Company, 1933 Wentworth Avenue, Chicago, Illinois.

"Louvre" Damper Regulator.

From Benton Sheet Metal Works, 122 Water Street, Benton Harbor, Michigan.

Please advise us who handles the "Louvre" damper regulators.

Ans.—These are manufactured by the Parker-Kalon Corporation of New York City, but you can get them from the Manny Heating Supply Company, 131 West Lake Street, Chicago, Illinois.

"Palace King" Furnace.

From Robinson Furnace Company, 205 West Lake Street, Chicago, Illinois.

Kindly tell us who makes the "Palace King" furnace.

Ans.—International Heater Company, 1933 Wentworth Avenue,

Chicago, Illinois, and Utica, New York.

Repairs for "Rubel" Furnace No. 12.

From Fred Bremer, 2629 West Harrison Street, Chicago, Illinois.

Where can I secure repairs for the "Rubel" furnace No. 12?

Ans.—Northwestern Stove Repair Company, 20 West Lake Street, Chicago, Illinois.

Gas Oven Heat Regulators.

From W. A. White, 125 West Erie Street, Chicago, Illinois.

Will you please tell me who makes gas oven heat regulators.

Ans.—The American Stove Company, Lorain, Ohio, makes the "Lorain" gas oven heat regulator which can be used on all stoves made by its different divisions. Cooper Oven Thermometer Company, Pequabuck, Connecticut; Day Indicator Company, Buffalo, New York; Wilder-Pike Thermometer Company, Troy, New York; The Foxboro Company, Incorporated, 1510-11 Monadnock Block, Chicago, Illinois, and The Bristol Company, 1739 Monadnock Block, Chicago, Illinois, also manufacture gas oven heat regulators.

Wire Staples.

From Joseph Werndl, Coffeyville, Kansas.

Can you tell me who makes wire staples for fastening fence wires to posts?

Ans.—American Steel and Wire Company, 208 South La Salle Street, and Youngstown Sheet and Tube Company, 332 South Michigan Avenue, both of Chicago, Illinois.

Address of "American Roofer."

From William Foster Metal Products Company, 217 South Fourth Street, Springfield, Illinois.

Will you kindly furnish us with the address of the "American Roofer," which is a journal on gravel and asphalt roofing?

Ans.—102 North Wells Street, Chicago, Illinois.

Rope Cutter.

From Clark Hardware Company, Winnetka, Minnesota.

Who makes an upright, fastened to the floor, rope cutter, for use in retail hardware stores?

Ans.—Unsinger Novelty Company, Fremont, Ohio.

Models for Patents.

From W. F. Kasbohm, Van Wert Sheet Metal Works, 112 North Washington Street, Van Wert, Ohio.

Will you kindly inform me who makes models for patents.

Ans.—American Model and Tool Company, 4945 Fulton Street, and The Model Machine Works, 519 West Van Buren Street, both of Chicago, Illinois.

Outside Lamp to Use on Acetylene Gas Machine Plant.

From Frederick H. Lord, Belle Haven, Virginia.

Can you tell me who makes an outside lamp to use on acetylene gas machine plant?

Ans.—Sun Vapor and Gas Street Light Company, Canton, Ohio.

Address of Roberts Heating and Ventilating Company.

From Stove Dealers' Supply Company, 310 Chestnut Street, Milwaukee, Wisconsin.

Will you kindly favor us with the address of the Roberts Heating and Ventilating Company?

Ans.—Minneapolis, Minnesota.

Brass Wire Cloth.

From Treckers and Phillips, Odell, Illinois.

We should like to know where we can buy a very fine brass wire cloth?

Ans.—The Fred J. Meyers Manufacturing Company, Hamilton, Ohio; Michigan Wire Goods Company, 2100 Howard, Detroit, Michigan; Cleveland Wire Cloth and Manufacturing Company, 3574 East 78th Street, Cleveland, Ohio; F. P. Smith Wire and Iron Works, 2346 Clybourn Avenue, Chicago, Illinois; U. T. Hungerford Brass and Copper Company, 80 Lafayette, New York City; The W. S. Tyler Company, Cleveland, Ohio, and B. F. Gump Company, 431 South Clinton Street, Chicago, Illinois.

Drop Forged Wing Bolts.

From William G. Tack, R. D. No. 25, Garrettsville, Ohio.

Can you tell me where I will be able to get drop forged wing bolts.

Ans.—Blake and Johnson Company, 1500 Thomaston Avenue, Waterbury, Connecticut; Franklin S. Miles, 207 Quarry, Philadelphia, Pennsylvania; and Oliver Iron and Steel Company, Pittsburgh, Pennsylvania.

Distribution and Decimal Pricing Problems Important Subjects at Twenty-ninth National Hardware Convention, Atlantic City.

Approximately Eleven Hundred Members and Visitors in Attendance—Spirit of "Elbow Association" Pervades Happy Group.

THE Twenty-ninth Annual Convention of the National Hardware Association and the American Manufacturers' Association opened their initial session in the Marlborough-Blenheim Hotel, Atlantic City, New Jersey, October 16, at 8 p. m. This convention will go down in the annals of hardware history as one of the greatest and most

evening in the Blenheim Dining Room. Following the salutatory remarks, President Heitmann introduced Reverend Philip J. Steinmetz, D. D., who delivered the invocation.

The invocation was followed by the audience singing "America," at the completion of which President Heitmann delivered the following ing annual address:

progress in the future as we have in the past.

Last year, when we left the convention, we were hopeful that prosperity would return to us in a good measure, and the reports received indicate that to date, 1923 has shown a fair average increase in volume in most sections of the country.

The fact that prices of manufactured goods are generally on such a high basis and out of line with prices of farm products, has a tendency to make us conservative and careful.

The past five years, with the nerve



F. A. Heitmann,
President National Hardware Association.



Brace Hayden,
First Vice-President, National Hardware Association.

progressive conventions ever held by these organizations. The interest and spirit shown by the members in attendance proves that progress and success cannot be attained without association, and by this we mean "Elbow Association."

There were approximately eleven hundred in attendance, and it is gratifying to note that the women were well represented.

President Heitmann called the meeting to order at 8 p. m. Tuesday

Annual Address of President Heitmann.

We are, indeed, fortunate to be in an industry which is conducted along such pleasant, high-grade ethical lines, and as I talk to my friends who are engaged in other lines of business and they tell me of their troubles and difficulties, I am proud of the fact that I am a hardware man.

Our Association is twenty-nine years old, and while this is considered the business life of a man, it is not such a long period.

It is unnecessary for me to recite the many changes which have taken place. I just wish to mention these few things in order that we may consider what is liable to take place, if we continue to

racking fluctuations in price and volume, have had a tendency to make us all cautious, but with the wonderful crops which have been harvested this fall, business should be good during the early part of next year.

In February and March of this year business was exceedingly brisk; in fact, prices of both material and labor were increasing so rapidly that many of us feared a repetition of the inflation of 1920.

The office of our association conducted an extensive inquiry, obtaining the views of not only the members of our association, but also of the manufacturers, and it was the consensus of opinion that the rapid increase in prices, which was taking place at that time was

not healthy, and that manufacturers and wholesalers should take such steps as might prove necessary to bring about a more stable condition.

Secret of Overhead Expense.

Overhead expense is a matter of frequent and considerable concern, not only to the wholesaler, but also to the manufacturer and retailer. In all discussions of overhead expense, there is one important factor that should constantly be borne in mind and that is that the real secret of a low overhead is a constant, steady volume, sufficient to keep an organization, whether it be manufacturer, wholesaler or retailer, working at nearly 100 per cent capacity.

If there is any way in which business and government can cooperate to make the volume of business more constant, then it should be our duty to give such measures our earnest, hearty, cooperation and support. If some plan, such as the one suggested by Secretary Hoover can be adopted by which national, state and city governments will undertake public improvements, such as new buildings of all kinds, roads, rivers and harbors, coastal canals, subways, water power, etc., etc., during dull times and reduce such work to a minimum during prosperous periods. It will not only alleviate the unemployed, but it will tend to stabilize conditions for all of us.

Little has been accomplished in reducing overhead expenses. It is my opinion that the necessity is here and we should act wisely on economic lines of harmonizing and bringing together business and politics.

I, therefore, recommend that we use our utmost efforts in developing our rivers, harbors, coastal canals, etc. In doing this we will stabilize transportation and enable raw material and heavy commodities to move to and from manufacturers at a rate of freight in proportion to the values of same, thereby reducing the price of manufactured products. In doing this, you would relieve the congested conditions of railroad terminals as exist, and you would further release cars, thereby preventing car shortage, as is usually the case when business is active and cars mostly needed.

Importance of Fuel.

Another important item is fuel, in which all are interested. Our country has been bountifully supplied with water power, which should be developed to the fullest capacity, and thereby afford a wonderful economic power for the production of electricity, which, in turn, could be used by manufacturers as well as individuals. Thereby not only reducing the cost of power, but relieving the railroads of this heavy coal transportation, which should result in a material reduction in the cost of manufactured products.

We must not overlook the fact that continued increasing of taxes are adding to the expense of conducting business, and from observation, it would seem almost a hysteria among politicians for creating increased bonded indebtedness and the spending of public funds. In some instances in a reckless unbusinesslike manner. This is now being indulged in by many of the states, counties and cities.

Profits to Be Made Only by Rapid Turnover.

It is quite likely that during the next five or six years, or possibly even longer,

prices of hardware will fluctuate up and down with a general trend downward.

Such being the probability, dividends will not be earned by distributors through holding heavy stocks of merchandise, but only by selling at a margin over and above overhead expenses, and by rapid turnovers.

The Department of Commerce, under the able direction of Secretary Hoover, is performing a splendid service for the entire country in encouraging the elimination of unnecessary sizes, styles, kinds, varieties and finishes.

The manifold advantages and economies of this work to all concerned is so apparent that it is surprising that more groups of our manufacturing friends have not taken advantage of the facilities and cooperation offered by Secretary Hoover.

Our association at the last convention went on record unanimously as favoring this activity, and I feel safe in stating that the position of our members is that the utmost simplification will meet with their hearty approval.



T. James Fernley,
Secretary-Treasurer National Hardware Association.

If, where forty sizes have been made, cataloged, stocked and distributed, fourteen sizes will meet all the needs of the consumer, by all means do not make more than is required.

Simplification properly and carefully worked out will do more to decrease overhead expense and increase turnovers than any other one step that could be taken.

It was my pleasure to be present with our Vice-President and Secretary-Treasurer at the Richmond Congress of the National Retail Hardware Association, and I wish to take this opportunity to congratulate that organization upon their large and successful meeting at which many important matters were discussed.

Reports constantly received indicate the value of the service rendered by the national and the various state and Sectional Retail Associations in advising their members regarding proper methods of store arrangement—advertising—accounting, etc.

The success of the wholesaler is dependent largely upon the prosperity of the retailer and all activity which has for its result the education of the retailer in the more progressive and profitable conduct of business, is beneficial to the wholesaler and to the manufacturer.

Price Levels Are High.

The important factors in the cost of production and distribution of hardware are transportation, labor and taxes. National, state and municipal taxes are high, and little relief is promised in the near future. The cost of help and labor is high, accompanied by the apparent increase of indifference and inefficiency.

Our agricultural friends ask us why the prices of manufactured articles are not on parity with farm products, and most of the answers lie in taxes, labor and transportation.

Figures I have studied recently indicate that approximately 60 per cent of the retailers' expense and about 70 per cent of the wholesalers' expense is made up of the salaries, wages and salesmen's remuneration and expenses, and when we talk of reducing expenses, we must bear in mind that neither the executives nor the clerks in the hardware business have been greatly overpaid.

Secretary-Treasurer T. James Fernley read his annual report as follows:

Report of Secretary-Treasurer T. James Fernley.

We have kept in intimate contact with our members and endeavored to render the utmost service in solving those problems which presented themselves to the industry and to our individual members.

During the past year, your Executive Committee has held two meetings and carefully reviewed our manifold activities giving instructions as to new lines of work to be undertaken and as to policies for the continuing of past activities.

Interpreting the Mennen Case.

The decision of the United States Circuit Court of Appeals in the Mennen Case was appealed by the Federal Trade Commission to the United States Supreme Court and the action of the Supreme Court in sustaining the decision of the court of appeals was gratifying.

If the contention of the Federal Trade Commission had been upheld, it would have been possible for a consumer using a large quantity of some particular item to have purchased at the same price as the retailer or wholesaler as the Federal Trade Commission held that manufacturers should base their prices on quantity and disregard entirely the service performed in distribution by the retailer and wholesaler.

Our membership should bear in mind in the conduct of their business, one particular quotation from the decision in this case is as follows:

Whether a buyer is a wholesaler or not, does not depend upon the quantity he buys. It is not the character of his buying, but the character of selling which marks him as a wholesaler.

Could any statement be fairer or more logical and does it not classify chain stores, department stores and mail order houses in an unmistakable manner?

Effects of Collective Buying.

It has been interesting to note that several institutions organized for the purpose of collective buying have been discontinued during the past year and that another has entirely changed its plan of operation.

There are many obstacles to be overcome by those who wish to band together and organize an association for the purpose of buying collectively and

while theoretically such a proposition may look promising, from a practical standpoint a great deal of money has been lost in such experiments.

If collective ventures of this type could be successful in effecting large savings to those participating, there is no reason why wholesalers should not coöperate in establishing manufacturing plants, but we believe our members realize that it takes all their time and attention to efficiently manage their own distributing establishments without entering into the field of manufacturing.

The office of your association has been closely coöperating with the Department of Commerce in its efforts to eliminate unnecessary sizes and styles.

Definite results are being accomplished by the division of simplified practice and we have already submitted

chase or refrain from purchasing and of the seller to sell or refuse to sell has been reiterated.

However, we should carefully bear in mind that all action having to do with buying and selling, must be of an individual character as joint action on the part of two or more immediately takes on the characteristics of a combination to restrain trade.

We have continued the issuance of bulletins listing surplus stocks held by members and reports indicate that large amounts of merchandise have been transferred from one member to another in this manner.

Attention Given Returned Goods Problem.

An investigation conducted by that organization disclosed the following as

received in order to determine what changes have been made.

Advices from many manufacturers indicate their willingness to comply with this request.

Meeting Distribution Difficulties.

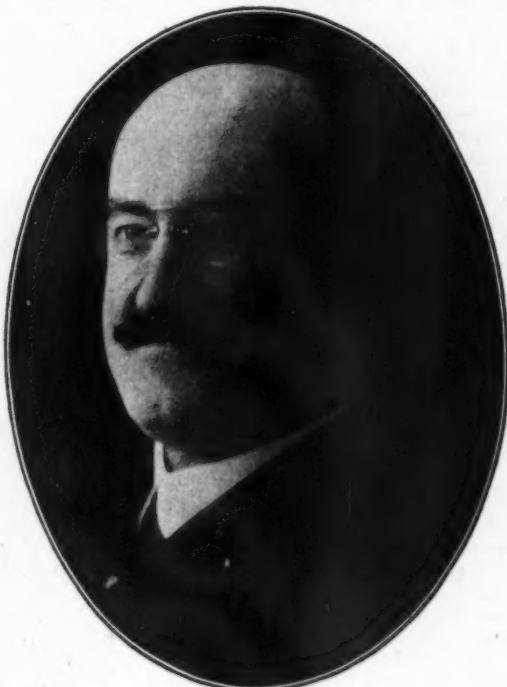
Secretary Hoover in reorganizing the Department of Commerce, has inaugurated a Domestic Commerce Division which is now actively functioning.

A committee of our Association attended a conference in Washington on September 10 last and one of the first points to be considered was to secure an accurate definition of the field of activity which should be occupied by the wholesaler.

The final decision of the conference was that the wholesaler should be defined as follows:



Frank Baackes,
Retiring Second Vice-President, American Hardware
Manufacturers' Association.



Samuel D. Latty,
First Vice-President, American Hardware
Manufacturers' Association.

two simplified practice recommendations to you and we trust during the coming year there will be many more submitted by the department.

During the past year, a number of manufacturers who had not previously allowed a cash discount of 2 per cent have done so and we wish to again urge our members to continually request this premium where it is not being granted.

It is also our desire to emphasize the fact that our association is on record as urging strict observance of the discount period.

Our members should in all cases respect the manufacturer's terms of sale and conditions of the allowance for cash payment.

Court Decisions Do Not Permit Price Control.

The decisions of the federal courts during the past year have not presented anything new toward permitting manufacturers to control the prices at which their products are to be resold by the wholesaler and retailer.

In several important cases, the long established privilege of the buyer to pur-

chase or refrain from purchasing and of the seller to sell or refuse to sell has been reiterated.

Orders not being clearly written.
Mistakes by wholesalers' clerks.
Substitutions.
Poor packing.

These four reasons together with careless ordering by the retailer and a willingness on the part of some salesmen to advise customers to return merchandise which has been shipped as ordered, is the basis for a large proportion of this unnecessary uneconomical expense. This subject is one which is receiving the careful attention of our members.

We suggest to our members that they coöperate with the Hardware Retailer by sending in copies of the articles which have appeared on this subject to their salesmen.

At the midyear meeting of the Executive Committee, your office was instructed to communicate with manufacturers requesting that in making price changes they should indicate on new quotation sheets, where prices have been increased and where declines have been made, thus making it unnecessary for our members to check every quotation

It is the wholesaler's function to carry a well selected stock of merchandise, to buy in suitable quantities—to warehouse reserve stock for retailers within a radius of economical distribution and convenience of service and to resell in proper units to the retailer as economically as possible.

Confusion has often been caused those not intimately acquainted with business through the use of the word "jobber" and strange as it may seem to us, the use of both terms "jobber" and "wholesaler" causes some otherwise intelligent people to readily accept the idea that there is a multiplicity of middlemen between the producer and the consumer.

This may seem to be a trivial matter, but in the consideration of legislation and in judicial proceedings a lack of understanding of the functions of the wholesaler, brings about an adverse state of mind which it is difficult to correct.

Work of Overhead Expense Committee.

Our overhead expense chart which has been placed in your hands, gives the itemized expense figures of 130 members of our association, all of whom are keeping their expense accounts in the

manner suggested by our Overhead Expense Committee.

Much has been said regarding the high cost of distribution and it must be acknowledged that the average overhead expense of wholesalers is higher than any of them desire, despite the fact that the time and thought of the best minds in the business has been given to ways and means of reducing expenses.

A considerable amount of the expense of distribution is in salaries and wages and we do not believe our members feel their employees are being overpaid; in fact in most parts of the country it is extremely difficult to secure competent help at present wages.

Neither the wholesale nor retail hardware business has ever been noted for having a surplus number of employees or working particularly short hours.

During the past year, there have been comparisons made between the overhead expense of wholesalers and retailers and we wish to here go on record as stating that such comparisons have not been accurate inasmuch as our overhead expense investigation includes all items of expense, while the investigation of the National Retail Hardware Association omitted the item of interest on capital and surplus employed.

In view of the fact that the average interest expense of our members in 1922 equalled 3.09 per cent any comparison which does not take this into consideration is misleading.

It is gratifying to be able to report that during the past year our membership has increased over the record reported at our 1922 convention.

Doings of Metal Branch.

Under the able chairmanship of W. H. Dunlevy, an interesting meeting of the Metal Branch was held in Cleveland in May and those members in attendance received much valuable information regarding conditions surrounding the productions and distribution of Sheet Metals.

Importance of Automobile Accessories Branch.

With over thirteen million automobiles in use and the number increasing daily the distribution of accessories, supplies and equipment is now a business well worthy of all the attention it is possible to give it.

Many hardware retailers have been quick to see the opportunity presented and others are now adding the line, but there is still ample opportunity for the active aggressive retail hardware man who wishes to engage in this profitable business.

Many irresponsible manufacturers of various automobile accessory and equipment items have retired and the manufacturing end of the business is rapidly reaching a stabilized condition.

While the audience stood, Secretary Fernley read the following list of those who had passed away during the Association year:

Cyrus A. Jewett, The George Worthington Company, a member of our executive committee.

John C. Kroner, Fred Kroner Hardware Company.

Samuel B. Hubbard, The S. B. Hubbard Company.

Frank B. Dunlop, Speer Hardware Company.

J. F. Richards, Richards & Conover Hardware Company.

Francis Wood Carpenter, The Congdon & Carpenter Company.

J. K. Irvine, Knapp & Spencer Company.

H. Frank Wood, J. H. Warren & Company.

Franklin Whalen, The Carlin & Fulton Company.

Christian C. Schlatter, C. C. Schlatter & Company.

William L. Greer, Treasurer Greer & Laing, Wheeling West Virginia.

William E. Manning, The Youngstown Sheet & Tube Company.

Samuel G. Van Camp, Van Camp Hardware & Iron Company.

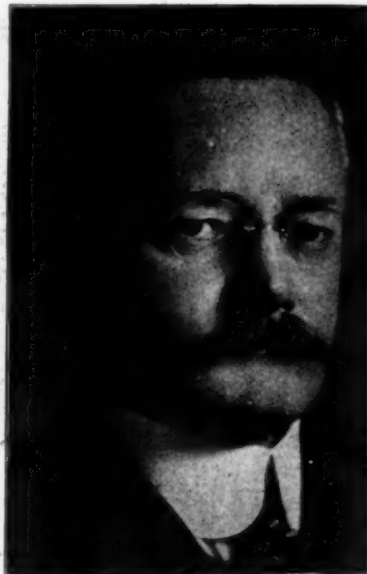
Franklin C. Talbot, Talbot, Brooks & Ayer.

Fred L. Avery, Avery & Saul Company.

Cortland Van Camp, Van Camp Hardware & Iron Company.

William Barth, Berger Brothers Company.

The fraternal delegates were introduced by President Heitmann, and these were: Isaac Black, President American Hardware Manufacturers' Association; John Donnan, Secretary - Treasurer Southern Hardware Jobbers' Association;



F. D. Mitchell,
Secretary-Treasurer, American Hardware Manufacturers' Association.

Hamp Williams, President National Retail Hardware Association; Herbert P. Sheets, Secretary-Treasurer National Retail Hardware Association; F. D. Mitchell, Secretary-Treasurer American Hardware Manufacturers' Association; H. S. Alexander, one of the representatives of the Canadian Wholesale Hardware Association.

Each one of these men gave short talks on conditions in their respective localities. Mr. Alexander's talk was especially interesting, bringing as he did greetings from the Canadian organization.

The meeting then adjourned.

Wednesday, A. M., October 17, 1923.

The Executive Session was called to order by President Heitmann at 10.15 a. m., in the Blenheim Dining Hall, where the consideration of the report of the Executive Committee was heard and discussed by A. H. Decatur, Chairman.

Regarding the training of employees, the committee made the following recommendations: "That during the past few years the young men and women who have entered our employ have not received the attention in their training that they should have received from their employers and heads of departments. The unusual demands as a result of the late war, put upon all classes of business, have caused the neglect of proper education and training of those who are starting in our several establishments and your committee recommend that our members who can arrange to do so organize classes of young men and women to receive instructions by lectures or otherwise regarding the many matters that entered into the conduct of our several businesses. This recommendation is made with the hope that it will result in mutual advantages not only to those who are receiving the instructions but also their employers."

On the matter of figuring costs, the report contained the following: "A large percentage of membership are figuring costs on goods sold, and your committee feels that those who have not adopted this plan in the past would find it to their advantage to do so. With the unusual business conditions which prevail, it is important for every member to know how the profits on goods sold compares with the expense of conducting the business."

The report showed increased shipments were being made by parcel post, but with no profit to the jobbers. The question was raised whether an extra charge should not be made for parcel post shipments, especially on small quantities shipments.

Various subjects in the report were discussed at some length.

John M. Townley, of Kansas City, Missouri, submitted the report

of the Special Committee on Overhead Expenses. The consensus of opinion was that rapid turnovers and careful elimination of unnecessary stock were the essential features in securing additional profits.

The Better Merchandising Committee, of which A. J. Bihler, of Pittsburgh, Pennsylvania, is chairman, made its report. The recommendations were that the most effective means of educating the retailers of the country in better merchandising methods was through the traveling salesman, and that the particular purpose of the Better Merchandising Committee will be to enlist the coöperation of the salesmen in its work. The subjects recommended to be considered for better merchandising were: Store arrangement, window dressing, newspaper and circular advertising, the importance of taking advantage of cash discounts, securing increased turnover, danger of handling too many side lines, particularly novelties, teaching clerks salesmanship, etc.

The use of trucks in making rural deliveries was discussed by the members. It was shown in many cases that the use of trucks was much more expensive than the usual means of transportation.

George M. Evenson, of Sioux City, Iowa, spoke on the importance of the jobber assisting the retailer in advertising methods.

The president appointed the following committees: Committee on Nominations, A. H. Decatur, chairman, Boston, Massachusetts; W. R. Stauffer, New Orleans, Louisiana; J. H. Boucher, Rochester, New York; F. B. Platt, St. Paul, Minnesota; John M. Gray, Nashville, Tennessee; P. L. Logan, Pittsburgh, Pennsylvania; E. C. Richards, Tacoma, Washington.

Committee on Resolutions: Frank A. Bare, chairman, Denver, Colorado; Bruce Keener, Knoxville, Tennessee; W. H. Terstegge, Louisville, Kentucky; W. I. Baker, Albany, New York.

The convention then adjourned to meet the next morning, Thursday, October 18, at 10:15 a. m.

American Manufacturers' Meetings.

The American Manufacturers' Association opened its first session at 10 a. m. in the Blenheim Ballroom.

President Isaac Black made his annual address at this time.

The afternoon session of the American Hardware Manufacturers' Association came to order at 2:00 p. m.

The entire day, Thursday, October 18, was devoted to meetings of the six industrial groups, namely, Agricultural, Transportation Tools, Builders' Hardware, Mill Supplies, Housefurnishings, Sporting Goods, as follows:

Builders' Hardware Group.

The opening remarks in the Builders' Hardware Group were made by President Heitmann. This group held forth in the Blenheim Dining Hall, and all active members of the Association and all manufacturers interested were present.

Transportation Tools Group.

In the Blenheim Ball Room, the Transportation Tools Group began and held its meeting at 10:00 a. m. Tools and supplies used in connection with railways, automobile, etc., were taken up. Frank Baackes, Vice-president American Steel & Wire Company, was one of the speakers, others being A. H. Decatur, Lewis H. Bronson and Fayette R. Plumb.

House Furnishings Group.

The House Furnishings Group held its session in the Ohio Avenue Hall, beginning at 10:00 a. m. Charles W. Asbury of the Enterprise Manufacturing Company, Philadelphia, Pennsylvania, was Chairman.

The session was well attended and members came away feeling that they had derived a real benefit from it.

Small Tools Group.

The Small Tool Group meeting, which was held under the auspices of the National Hardware Association, began at 11:30 a. m.

Discussion of price tendency in tools was taken up, as were problems in tool distribution, and simplification.

Following the addresses the Question Box was opened, and adjournment took place at 12:45.

Cutlery and Sporting Goods Group.

The sessions of the National Association were continued at 2:15 p. m., opening with the Cutlery and Sporting Goods Group. "Increasing the Sales of Cutlery and Sporting Goods at Christmas" and other topics of like nature were under consideration.

House Furnishings and Electrical Goods Group.

The House Furnishing and Electrical Goods Group, at which meeting the Chairman called upon various manufacturers and wholesalers for expressions on the subject of house furnishings and market situation.

Among the speakers were W. D. Biggers, W. S. Matthai and Hamp Williams, President of the National Retail Hardware Association, who among other subjects touched on the necessity for bringing prices on farm products to a more even level with other goods.

Mr. Williams said among other things: "I find there has been some trouble between the jobbers and the manufacturers.

"I do not know how to describe the retailers any better than the story that I told the manufacturers. A party went fishing out to sea. A big storm came up and the captain came to the conclusion that the craft was going down. He gathered his men together and said, 'Can any of you pray?' One said, 'Yes, I can pray.' 'Then you pray, we are short one life preserver.'

"Now I said to the manufacturers yesterday, 'If you sell the department stores and sell the chain stores and all the big retailers, where does the jobber come in?'

"I say today, if the jobber sells to the retailer and then goes back home and fills an order from a consumer, where do we come in? We have but one channel of distribution and that is to the consumer and whenever any of you manufacturers or jobbers take any of that trade away from us, you are just fixing us up for the sheriff, that is all. We

cannot compete with either of you. Therefore, we are the individual that has to pray.

"After the manufacturer has gotten everything in the way of cost of production, including every item, interest upon investment, depreciation and taxes, and then a fair wage, together with a fairly good dividend, and then he passes it on to the jobber, and of course naturally the jobber follows in his footsteps and does the same thing, and then the jobber carried it on down to the retailers, and the retailer tries to do the same thing, and that is all he does, he tries to. (Laughter.)

"I am here representing the small retailman that needs help.

"It takes 62½ dozen eggs that leaves the farmer's hands to pay a plasterer for one day's work of eight hours. It takes twenty chickens weighing three pounds each to pay a plumber for one day's work. It takes fourteen pounds of butter, the product of 42 cows, fed and cared for twenty-four hours, to pay a bricklayer for eight hours. It takes a hog weighing 175 pounds, one year's trouble and expense to the farmer, to pay a plumber for one day's work of eight hours, and yet we wonder why the farmer complains.

"We as merchants do not care to bring the laborer down to a common level with the farmer, but we would like to bring the farmer up to the common level with the balance of us. I just want to say this, that the retailers are closer to the jobber than they are to the manufacturers.

"If we can get you to understand us, you jobbers and manufacturers can get to understand each other and get upon the same plane that we are, we can all live and do business, and if you can do that the retailers will be tickled to death."

The chairman introduced the subject, "Will the Present Tariff Prevent the Flooding of Our Markets With Foreign Goods When Foreign Industry Revives?"

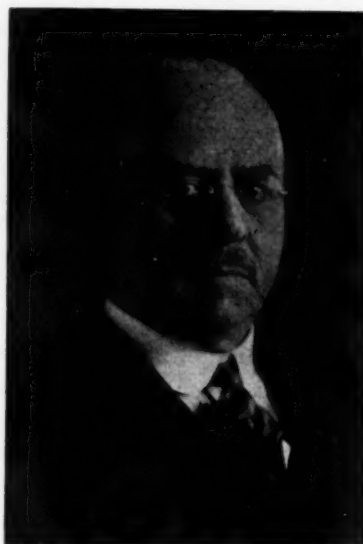
J. A. Chrestensen, of the Ontario Knife Company, Franklinville, New York, and Daniel F. Printz, of the Reading Saddle and Manufacturing

Company, Reading, Pennsylvania, spoke on the subject. The latter gave an interesting account of some purchases of household articles that had been shipped from Germany. He exhibited a number of these articles and quoted the very low prices made upon them.

He had no solution to offer to protect the American manufacturers except through the tariff.

Agricultural Group.

The Agricultural Group meeting was held in the Blenheim West Solarium, and at this meeting im-



A. H. Decatur,
Advisory Board, National Hardware Association.

plements and supplies for farms, gardens and lawns were taken up.

Mill Supplies Group.

At 2:00 p. m. the Mill Supplies Group meeting took place in the Ohio Avenue Hall. Chairman J. Harvey Williams, of J. H. Williams and Company, Brooklyn, New York, was in charge.

Friday Morning, October 19.

The Executive session was given over to the discussion of methods of handling parcel post shipments, progress made in use of trade acceptances, the return goods problem and freight allowances.

A letter from Mr. Brace Hayden, San Francisco, First Vice-president, who on account of age and physical infirmities was unable to attend was read by Secretary Mitchell.

The Secretary was requested to extend the best wishes of the Association to Mr. Hayden.

Atlantic City will be the next meeting place.

The newly elected officers thanked the Association for the honor conferred on them and promised to perform the duties of their office to the best of their ability.

President Heitmann as well in thanking the members for the assistance they had given them during the past year also thanks them for the additional honor conferred upon him in electing him as president for another year.

A resolution was passed of condolence and sympathy to be sent to Secretary T. James Fernley, on account of the serious illness of his son, Thomas A. Fernley.

The convention then adjourned sine die.

The election of officers resulted in the following named men being elected to office:

Officers, Executive and Advisory Committees of the National Hardware Association are to serve for another year.

President, F. A. Heitmann, F. W. Heitmann Company, Houston, Texas.

First Vice-president, Brace Hayden, Dunham, Carrigan & Hayden Company, San Francisco, California.

Second Vice-president, John M. Townley, Townley Metal & Hardware Company, Kansas City, Missouri.

Secretary-Treasurer, T. James Fernley, Philadelphia, Pennsylvania.

Assistant Secretary-Treasurer, George A. Fernley, Philadelphia, Pennsylvania.

The Executive session of the Hardware Manufacturers' Association was open only to members. At their meeting the Secretary-Treasurer's report was made.

President, Isaac Black, New Britain, Connecticut.

Vice-presidents, W. M. Brezette, New Brunswick, New Jersey; William M. Graham, Wallingford Manufacturing Company, New York City; Samuel D. Latty, Kirk-Latty Manufacturing Company, Cleveland, Ohio; Robert G. Thompson, Lufkin Rule Company, New York City; H.

G. Moore, Keystone Steel & Wire Company, Peoria, Illinois; W. L. Schumacher, Toledo Wheelbarrow Works, Toledo, Ohio, and E. C. Waldvogel, Yale & Towne Manufacturing Company, Sandford, Connecticut.

Secretary-Treasurer, Frederick D. Mitchell, New York City.

Assistant Secretary-Treasurer,

Samuel H. Gardner, New York City.

Executive Committee—Joseph E. Stone, Stanley Works, New Britain, Connecticut; Murray Sargent, Sargent & Company, New York City; J. Harvey Williams; J. H. Williams Company; E. R. Galvin, E. I. DuPont Company, and M. K. Lacey, Corning Works.

No Definite Answer Can Be Given to Question of Guaranteeing Prices.

F. A. Searle Discusses Soundness of Price Guarantee Policy Before Members of Hardware Manufacturers' Association, Atlantic City.

It is only natural that in a gathering such as the members of the American Hardware Manufacturers, in convention at Atlantic City October 17 to 19, the question of price guarantees should be taken up.

F. A. Searle, Vice-President of Landers, Frary & Clark, New Britain, Connecticut, states in a very informative manner his views and convictions on the soundness of the economic policy of guaranteeing prices.

Is the Guarantee of Prices a Sound Economic Policy?

This is a large subject. In the consideration of it we must at the outset realize that in every trading operation, buying or selling, someone guarantees the price. It may be a manufacturer, a farmer, a jobber, a retailer, or our old friend, who is always to be considered, the ultimate consumer.

When a manufacturer buys raw material in the open market, he himself assumes the guarantee of price. If the price declines he has no redress and pockets his loss. This is speaking in a general way and assuming that raw material is the manufacturer's base before he himself has put any work into it. It is just here that the complication begins and we are led to realize the difficulties and dangers of attempting to reason in general formulas.

Suppose that we assume there is a group that will accept, at least for the sake of discussion, that "Price Guarantee" is the guarantee by the seller to the buyer of an adjustment, in case of price decline, to cover any loss on part of buyer by such price decline—which loss could not have occurred except as result of each decline in price. Perhaps I haven't expressed my thought in a legally tight phrasing, but what I have in mind is that type of price guarantee under which a seller agrees with buyer that in case of decline in price the seller will rebate to the buyer the amount of such decline to the extent of covering stock on hand at time of decline in price. This is probably the most common kind of price guarantee in use.

Now we can consider this as an ethical

question and find many moving arguments and solid reasonings, pro and con. But it seems to me we find again that we cannot safely generalize, because conditions differ so greatly in different lines of business and in the conditions surrounding the distribution of different commodities. And here also enters the factor of time. I can conceive of a guaranty of price that would be reasonable for a week or a month, but not for a year—and if the guaranty is unlimited as to time, it really becomes a guarantee of sale, as well as of price and in its last analysis is only a consignment on a guaranteed profit or commission basis. Now if this reasoning is correct, then the extreme possible development of the price guarantee as above defined is into that of a consigned stock or sale on a commission basis. Many millions of dollars' worth of goods are sold on a commission basis and if it is uneconomic, it should surely be remedied if possible. But, you may say, and rightly, that there is a distinct difference between an outright closed sale on a guaranteed price basis and a sale on commission. Nevertheless, the distinction is largely made up by the element of time in the guarantee and the amount of profit or size of commission involved in the transaction, and who will say that the sale of commodities on a commission basis is uneconomic?

It follows, then, that the element of time in a price guarantee is the important factor. If the sale of goods on a commission basis is not uneconomic (and on this the price guarantee can be said to cover only the very shortest time, although unlimited until the transaction is complete) then how long a time can the guarantee run without becoming of an uneconomic nature?

Duration of Guarantee an Important Consideration.

Shall we say until the goods are sold? Or shall we say until the end of the season if the goods are of a seasonal nature? Or shall we say definitely 30 or 60 or 90 days? In any event it seems to me that time or the period the guarantee is to run is an important consideration. Then, again, there is the nature of the product and the method of selling it. I do not make any pretensions as a farmer, but I assume that if a farmer requires fertilizer for his land, he first decides how much is required, and how much it will cost. When he has bought it he puts it on his land and it is gone—used up—and there can be no recovery

of the fertilizer itself. The farmer has figured on its cost, on its value to himself and bought it—thus himself assuming any decline or advance which may take place in the fertilizer market. There is really no reasonable ground for price guarantee on the part of the seller in this instance, but if a merchant orders goods in the spring for the fall sales, these goods are in his stock until they are sold and he is therefore assuming a much more definite risk.

Now, in such an instance, who should properly and equitably carry the cost of a price decline? The manufacturer of the goods had already assumed his own guarantee when he bought the raw material and when he invested in it the additional cost of labor. Ought he to carry the load longer? The consumer is protected because he can buy at the declined price or refuse to buy.

The responsibility must lie between the manufacturer and the merchant. Now, there are, in the long run, as many advances as there are declines, and in the case of an advance, the party who owns the goods is the one who reaps the benefit. Is it not, then, reasonable to conclude that price changes, in either direction, should be assumed by the party in whose possession the goods are, at time of price change. Is not this conclusion also economically and ethically sound, because in the long run, over a term of years or a "business cycle" (if there is any such thing) the advances and declines about equal each other. Furthermore, the average merchant's stock is turned over three or four times as fast as the average manufacturer's stock and the merchant has a correspondingly better opportunity to reduce his losses or to secure his profits.

Stabilized Production and Employment Necessary.

But this reasoning does not dispose entirely of the time element nor does it cover the various different selling methods necessitated by varied kinds of products. A seasonal product that is sold in the spring for fall delivery or in the fall for spring delivery cannot be marketed like food and groceries and fertilizer which are sold for immediate delivery and consumption. You will all agree on the economic desirability of a stabilized production and stabilized employment. To accomplish this it is necessary in the case of most manufactured products to secure orders some time in advance of the delivery of goods. This feature immediately suggests the question of guaranteeing prices up to date of delivery of merchandise. Surely it does not seem equitable or even economically sound that a merchant who cooperates in the desirable effort to stabilize employment, by placing early his order and specifications with the manufacturer, should be penalized in case of a decline in market before goods are delivered. If such orders are not placed, then the manufacturer must put his finished product in stock as fast as made and build up an accumulative stock to fill orders when season arrives. In such a case the manufacturer surely assumes responsibility of price change covering all goods in his stock room. This is even more of a burden than guaranteeing prices to date of delivery, because if some of his product has been shipped, the merchant has had an opportunity to dispose of some of it to early consumer customers.

Final Analysis of Price Guarantee Permits of the Definite Answer.

Again, these goods may represent the

entire turnover of the individual manufacturer for a year, while constituting only a small percentage of the turnover of a merchant. Surely it is equitable and economically sound to reduce this loss to a minimum. A merchant will much more willingly place an early order if prices are guaranteed to date of delivery, and I cannot see that in such case a manufacturer is taking any more risk so far as price is concerned than if he makes the goods and puts them into his own stock for delivery when the season arrives.

There are many variations in conditions which time will not permit me to mention, even less discuss, but it seems quite evident to me that after discussing most of them, we should be lead inevitably and unavoidably to the conclusion that a definite answer, yes or no, to the question asked in the topic we are discussing is impossible. That we can only say that under some circumstances price guarantee as defined is a good and wise economic policy and under other circumstances it is not.

Decatur Sees Maker Changing His Manufacturing Policy in Near Future.

Jobber and Retailer Must Study Situation and Bring Investment More in Line with Volume of Business.

A SHORT survey of business conditions in the hardware trade, together with a discourse on simplification of stock carried is included in the following address by A. H. Decatur, before the Transportation Group of American Hardware Manufacturers' Association in convention at Atlantic City, October 17 to 19, 1923:

Present Business Conditions and Outlook for Future:

For the present, most manufacturers seem to be behind in filling orders. Jobbers and retailers are busy, and indications are that a good business will continue during the remainder of the year, at least. While these conditions prevail, we cannot expect to see much, if any, decline in price.

Most of us who have large investments in our business have made many predictions during the last six or seven years regarding the future of the business in which we are engaged. How many of these guesses have worked out, I shall leave for the guesser to answer. Nevertheless, it is important, and in fact it is the duty of every business man to try to discount the future in order that he may shape his course and make plans for the future. At the present time, we should make our plans for the year 1924 at least.

As we view the situation at the present time, the jobber finds that orders which have been on the manufacturers' books from one to six months are being shipped, and the holes in jobbers' stocks are filling in. The jobber's back order sheet to his customers are small as compared to those of a few months ago. All of this indicates that we are nearing the point where the manufacturer will be looking for orders. If we can produce in this country, under normal conditions, in seven or eight months as many goods as we can consume in twelve months, and are importing more than we are exporting, is it not time for us to "Stop, Look, and Listen."

Manufacturer Will Bear More Burdens in Future.

The jobbers of the country today have a large investment in their business. The manufacturers have worked to the limit for production, and in many cases have just touched the high spots, loading the jobber with what they, the manufactur-

ers, could produce with the least inconvenience to themselves, letting the jobber and the retailer wait for the completion of their orders. The indications are that this policy will not work much longer, and that the manufacturers of hardware and kindred lines must change their policy and bear more of the burdens, and in many cases employ better business methods. The jobber and the retailer must study the situation in order that they may bring their investment more in line with their volume of business.

Methods of Simplification.

I believe that the cost of manufacturing and distributing hardware can be materially reduced if some of the styles, sizes and finishes were eliminated, as it would increase the number of turnovers. Most jobbers and retailers are handicapped in their turnover by slow-selling numbers in their stock.

One of the leading manufacturers of rules lists 189 numbers of rules; I doubt if there are many jobbers or retailers who stock over fifty numbers. This company lists 151 numbers of planes; the average jobber would not stock over 50 per cent of these. As an illustration, they catalog twenty-two smooth planes; it is my belief that twelve numbers are all that are necessary. If the other numbers were not made, just as many planes would be sold.

A large manufacturer of bit braces manufactures seventy-eight different numbers and sizes. The average jobber and retailer would stock less than 25 per cent of these numbers. The same criticism applies to the several manufacturers' lines of saws, from a circular mill saw to a compass saw; just as many saws would be sold with half the variety.

One of the leading manufacturers of hammers catalogs 188 different numbers of hammers. It is extremely doubtful if many of the jobbers and retailers of the country stock over 20 per cent of this line, providing that they sell this line exclusively. It is also doubtful if the manufacturer has a sufficient demand on a large percentage of these numbers to show him a profit on account of the slow turnover. The same applies to axes and hatchets and many other kinds of tools.

It is probably true that different sections of the country and also foreign trade stock and sell different patterns, but I believe it is equally true that if this large variety were not manufactured, a rule, plane, bit brace, or hammer that was practicable in New England would be found just as practicable on the Pacific

coast or in foreign countries. It would naturally speed up production and lessen the cost if a manufacturer could confine his output to fewer kinds and a larger volume in the varieties produced.

Jobber Should Sell Manufacturers' Lines.

The elimination of special brands would naturally reduce the jobber's stock, as, if he sold manufacturers' brands, the goods could be ordered as needed, instead of anticipating as is necessary if special brands are sold. It is my belief that the jobber should sell manufacturers' brands only and that the manufacturer should be held responsible for the quality. Let the jobber be a distributor for the manufacturer, and not pose as a manufacturer.

Manufacturers should take a greater interest in the jobber and the retailer as their distributors, giving them every help possible. There are many ways in which the manufacturers could help the jobbers who have for so many years assisted them in building up their business. They could give the jobber an opportunity to sell their seconds and overstocks and not build up job lot houses, that demoralize the market price by offering these goods as regular or first quality. The job lot house and the specialty house are the worst competition that the jobber has. Many of these houses could not exist were it not for the help they get from the manufacturers when they have goods to dispose of at less than market price. Manufacturers should feel that they are under an obligation to the hardware jobbers and retailers who introduce and distribute their products.

The manufacturer, jobber and retailer should, with efficiency and economy, reduce the cost of manufacturing and distributing. The time is not far distant when it will be absolutely necessary to do this. Why not begin now and get in running order before that time comes?

Auto Accessory Branch Met Monday, October 15.

The Automobile Accessory Branch meeting was called to order Monday, October 15, 1923, by F. A. Heitmann, President of the National Hardware Association. President Heitmann also made the opening address, but confined himself to a short survey of distribution problems introducing George W. Ellis, Chairman of that department.

Chairman Ellis spoke briefly of the benefits of Association work, then introducing the first speaker of the day, Roy F. Soule, Editor of *Hardware Dealers' Magazine*. Mr. Soule spoke of the "Past Due Selling Power." In the course of his remarks Mr. Soule said he thought that hardware dealers were selling about 50 per cent as many automobile accessories through hardware stores as could be sold. He advocated house-to-house canvassing to create demand.

W. M. Sweet, Klaxton Company, Newark, New Jersey, spoke a few words regarding the future outlook for business, and ended by saying that he felt that the present volume of business would continue.

Other men present who expressed the outlook favorable for the coming year were: M. E. Faber, C. A.

Shaler & Company, Waupin, Wisconsin; A. H. Decatur, Decatur & Hopkins Company, Boston, Massachusetts, and others.

Earl V. Hennecke, of the Moto Meter Company, Long Island City, New York, read the report of the Automatic Simplified Practice Committee.

Noyes Sees Jobber's Cost of Doing Business Tremendously Increased in Twenty-five Years.

Says Expensive and Elaborate Jobbers' Organization Must Serve Public in More Efficient Manner.

THREE major points are dealt with by Pierrepont B. Noyes in his address before the members of the American Hardware Manufacturers' Association in convention at Atlantic City, October 18, 1923.

The first point was the tremendously increased cost to the hardware jobber of doing business.

The second point was that jobber must simplify his organization and give people what they want when wanted.

The third point concerns itself with putting the jobber's highly trained and expensive organization to a valuable use.

Cost of Doing Business Greatly Increased for Jobbers.

My first point has to do with the tremendously increased cost of doing business for the hardware jobber as compared with twenty-five years ago. In my opinion the chief cause of this increase lies in the ambition and progressiveness of the hardware jobbers who, following the lead of the larger concerns, have exchanged their simple warehouses, with their cheap rents, for elaborate establishments in expensive localities; whose simple, practical organization for taking orders and shipping them have been exchanged for elaborate merchandising organizations with high-priced merchandising talent, which has added advertising, printing, mailing, filing and accounting expenses entirely unknown in the old regime. In one way this has been a forward movement. In another way it is making trouble because it was founded on an idea which did not prove practical.

As I have observed, the evolution of the hardware jobber during the last thirty years, I am convinced that the basic idea behind the expensive merchandising organization to which I have referred was "special brands." There came a time when a jobbing firm which had not the enterprise to get out a special brand and try to merchandise it was considered a back number.

Not only are jobbers' special brands in a general way a failure, but they are bound to be failures in the great ma-

jority of lines where manufacturers have in any determined way established factory brands. The reason for this is simple. The chief value of trade marks is with consumers. The only way to reach the great mass of the consumers is through national advertising on an extensive scale. National advertising cannot be localized, while a jobber's distribution is localized. National advertising, the great bulk of which must be wasted because it goes into territories where his goods cannot be obtained, is wasted to such an extent that it does not pay. Manufacturers' brands can get returns from advertising from every corner of the country, so that manufacturers can afford to make advertising campaigns so complete and on such a scale as to drown out knowledge of jobbers' private brands.

It is true that jobbers' brands have a certain value with the retailer, but he cannot to any extent hold out against the determined preferences of the public created by national advertising. The apparent success of certain of the largest hardware jobbers in establishing factory brands has, I believe, misled the hardware jobbing trade.

During the past twenty-five years efforts to establish special jobbers' brands on merchandise have turned the old economical "warehouse" jobber into a wonderfully efficient but extremely expensive organization, and the failure of the special brand scheme in the case of all the most profitable goods has left many jobbers with high expenses, but without the profitable business which was to pay that expense.

Jobber Must Render Better Service or Simplify Organization.

My second point is that the hardware jobber must perforce either go back to the old, grimy but efficient warehouse in an inexpensive part of the city and simplify his organization to do the old work of supplying people with what they want, when they want it, at the right price, or he must find some real and practical use for the quartered oak and mahogany establishment he has built up.

The manufacturer in his conventions will express much pity and will discuss platonically larger margins, but margins and profits are in the end dictated by other considerations.

At a meeting early this year of the Executive Committee of the Southern Hardware Jobbers' Association with the manufacturers' executives a suggestion was made that a committee be appointed

to explain to the manufacturers "the need for larger margins of profit." At that meeting I made the statement that this was the wrong way to go about it. I stated frankly that manufacturers, aside from pretty compliments, were not interested in jobbers' needs any more than jobbers were really interested in manufacturers' needs. The only way to increase margins is to perform services—hence the way to approach the manufacturers is to find some problem with which the manufacturers are struggling and show that the jobber can assist in this task.

Jobber Must Coöperate with Other Forces and Display Goods at Proper Time.

This brings me to my third point. There is a use, a valuable use, to which the highly trained and expensive organizations of the modern hardware jobbers can be put.

The manufacturer who spends a large amount of money in advertising, if he is successful, finds this situation. His advertising has partially sold the consumer. If he is successful, we may say he has 50 per cent sold the average consumer. He has created in the public a general confidence in his goods and a more or less effective desire for them. He soon finds, however, that the other 50 per cent, namely, the clinching of a determination at any one time to buy any one piece of merchandise is out of his hands. He must coöperate with other forces of distribution to get the goods shown at the right time, in the right place, and in the right way to change the psychology of a general desire into a definite determination to purchase.

I do not believe that any manufacturer today can be successful, especially with goods sold to women, if he stops with advertising. He must follow through and make sure that there is at least no handicap at the other end, and if possible that the approach of his goods themselves is made as attractive and seductive as his advertising. In the ruthless competition of modern business, we must be able to furnish that final seller—the retailer—with materials and ideas which only an expensive organization, working exclusively on one line, can possibly develop.

Jobber the Weak Link in Chain.

Now the simple fact is that we, like other national advertisers, are spending an enormous amount of money to carry this matter of ideas and selling equipment through to the final sale, and the second fact is that we have all found a weak link in the chain; namely, the jobber. Most manufacturers, however, and we are one of them, have recognized the immense efficiency of the jobbing system of distribution and have been struggling to get the retail coöperation which they must have, while still marketing their goods through the jobber.

Of course there is a wide difference in the amount of coöperation we are getting from different jobbers, but on the average this link in the chain has proved so weak that we have felt it necessary, as you perhaps know, to organize a missionary force directly to the retail trade in order to carry our ideas and material to them. We have today twenty men traveling to every city and town of any size in the United States, visiting the retailer of silverware, carrying to him ideas and material and taking no orders whatever to pay for his expenses. What-

ever orders these missionary men get are passed on to a jobber designated by the retailer. You can easily understand that this is a big expense. We had to do it, and it is a proof of our desire to find a way to accomplish our necessary objects and still do business through our friends, the jobbers.

I doubt if I need to say much more to make my point. A great majority of the profitable lines of goods handled by the hardware jobbers are nationally advertised. The manufacturers are spending an enormous amount of money to get up printed matter, exhibition material and ideas for the retail trade. If the jobbers

will seize on this opportunity and will devote their expensive organizations to helping the manufacturer merchandise these lines, to cooperate so completely that the manufacturer will feel that he can largely rest on the work of the jobber as an intermediary, they can with irresistible effect demand profits which will repay them. The fact is that any jobber working with his present organization hand in hand with the manufacturer of nationally advertised goods will find he has a profit which will warrant his present overhead. He will also much solidify his position with the manufacturers of the country.

Sprowls Says Retailer to Remain in Business Must Cut Overhead to 20 Per Cent.

Manufacturers Should Pack Slow-Selling Articles Two in Box Instead of Six, He Tells Convention Visitors.

SPEAKING on the subject of the distribution of hardware and its problems at the Atlantic City convention, George B. Sprowls, Claysville, Pennsylvania, took up the subject in the following manner:

Distribution of Merchandise and Its Problems:

I have been in the hardware business for thirty-three years and have lived through the time when each fellow in the same line of business felt like throwing a brick at his competitor and to try to put him out of business as quickly as possible. We all have troubles and long ago we felt in our convention that some one was to blame and it was easy to blame the troubles on the jobbers and manufacturers.

We copied this habit from the jobbers and manufacturers, and each group has been trying to correct all evils in the distribution of hardware merchandise. But we were pulling apart all the time, trying to go it alone, when really it is a 3-horse job.

The first convention really to melt the ice was at Richmond, Virginia, last June, where the retail hardware men held their National Congress and invited the manufacturers and jobbers. The invitation was accepted by many.

Perhaps the most important subject in the business world today is the distribution of merchandise. How can we better serve the public, etc.?

With the three important factors—manufacturers, jobbers and retailers of hardware merchandise—all cooperating and bent on the eliminating of all dead wood, all unnecessary expenses and figuring how we can serve the public better, we can and will accomplish the results. This can not be done at once, for it is of centuries standing, but with the three forces, like three big, strong links forming a chain, all holding firmly together, we can and will better conditions. In these conventions the public press should be invited; in fact, heads of departments interested in the better distribution of merchandise and the serving of the people better should all see that we do not meet for the purpose of trying to combine to filch the public, but to better serve the public. We must take the public into our confidence and show them we are working for their interest. Too

many politicians, magazines and daily papers have been trying to convince the public that the high cost of living can all be blamed on the middlemen.

Prosperity Only Spasmodic With Half of World Shut Down.

What would the town properties be worth were it not for the merchants, and the better the store in any community the greater and better is that community. Good stores are a wonderful asset to a community. This great country, the best that is inhabited by man, is made up of communities and let us all be community builders and not community wreckers. The question often asked is, what is the matter with the farmers? Agriculture is the foundation of prosperity and should be so respected. In the first place we want to frown on any public speaker, any newspaper or magazine that calls the farmers "rubes." In fact, fellows like myself that do business in small towns and deal with these farmers realize they are perhaps the best and safest class of people to trust that can be found anywhere. They have automobiles, telephones, daily papers and are honest, upright and intelligent and are well informed. They have a kick and that is that their dollar has shrunk from 60 to 75 cents, and they are asking what to do. This great nation has been exporting a large amount of food products for many decades, but European markets have been mostly shut off by conditions that followed the World War. European money exchange is such they cannot buy our surplus foods and yet they need it badly. We can only have spasmodic prosperity with one-half the world down and out.

In the first place we can and should help Europe on her feet. Too many of our politicians have spectacles with a short vision; they need a good oculist.

What we need more than any other one thing is to have a lot of good first-class business men in the National Congress at Washington, D. C., and less wire-pulling politicians. Business men that are not selfish, but broad gauge men. Men that have at heart the betterment of world affairs as well as our own.

Thorough Understanding of Existing Conditions Necessary.

Each of the three great forces mentioned—manufacturer, jobber and retailer—should take a close inventory of conditions.

First, the manufacturer should figure closely to see if by better business meth-

ods it is possible to get greater efficiency. In many plants there is only 60 per cent efficiency, others perhaps 70 per cent. This should not be. It is too much like the bricklayer that gets \$12 per day and lays 500 bricks, when they formerly laid 1,500 bricks at five dollars per day. Why not pay the bricklayer one cent for each brick laid, if he wishes to lay 500 bricks he earns \$5.00 per day, if he lays 1,000 bricks each day, then he earns \$10.00. This same method should be used in many manufacturing plants. Where efficiency is low, discharge one-third of your men and require the two-thirds to do the same amount of work or close up shop. This has been tried in a few cases and worked. Also each head should work at least six hours per day and do his part towards efficiency.

Secondly, the jobber should analyze his business carefully and see where he can economize, send salesmen only half as often, or it may be possible to consolidate two or three jobbing houses into one and have only one-third as much selling expense. These jobbing houses should, wherever possible, be located on a belt line railway, so that all incoming and outgoing freight could be done by rail and cut out the heavy expense of draying. Get a more diversified stock so that more volume is to be had.

Third, the retailer also needs to trim his expenses, analyze his conditions carefully and find the leaks. My overhead has never reached 15 per cent, but a neighbor hardware dealer, also in a small town some forty miles away, tells me his overhead is 29 per cent. Something radically wrong, maybe he has more help than needed, his turn over must be poor, his volume is bad. Each retailer who expects to remain in business must cut down his overhead wherever it is above 20 per cent. If you make deliveries of goods, charge for such delivery. In other words charge for everything you do, but make a reasonable charge.

New Lines Should Be Added.

Another important thing is to keep adding new lines every year; if possible, keep such a varied line of goods that you have twelve busy months instead of seven or eight. You will find the drug store, department stores, grocery stores and others selling a lot of goods that should be sold by you. We tried placing a lot of rain coats, sheep-lined coats, etc., in stock and can sell them readily at a good profit. Try many different lines that are profitable so that each clerk is busy the year round. Do not be afraid to use printer's ink. Your newspaper should be patronized. Let people know what you have, speed up the turnover, work hard for volume and above all treat each customer so courteously that he will come back. Another way we can help the jobber, and right here let me say we need the jobber and anyone that tells you we do not need the jobber is not talking in your interest, order goods in original packages, never ship goods back, do not cancel orders, pay your bills promptly when due, and if you wish to be successful you will never miss taking the cash discount. If the cash discount is for cash within ten days, be sure the jobber has the money in ten days and not fifteen or twenty. Do not expect your jobber to be your banker. If your credit is no good at home get out of business while the getting is good.

Prices Must Come Down.

I should advise all manufacturers to put up slow selling articles, two in a box

instead of six, so that the jobber can sell and the dealer can buy in original packages, which saves time, money and the goods look better in the original packages.

The cancelling of orders is not serious in our community. The farmer is kicking and does not wish to hear of higher prices and is not placing his orders for future goods. There have been many price advances during the last fifteen months and most of them have been unnecessary. We should have come to the point long ago where wage advances could not be allowed, the top notch should have been reached two years ago, except with common day laborers. We must insist upon 100 per cent efficiency and production, nothing less. The manufacturing corporations, coal operators and others, need to unitedly say that wages shall not go higher, and besides

we must have 100 per cent production or we close. We need strong company heads and a firm hand at Washington, simply for the reason that prices must come down, and it cannot be done by paying higher wages and poor production. Few corporations have extra good production; where they do, they have lowered prices instead of raising them. We must all learn that we must give an honest day's work for an honest day's pay. If we cannot lower prices and maintain quality, in an orderly business-like manner, then we will have to pass through a serious deflation that will flatten business to the other extreme. I believe this is unnecessary if we but act wisely. We have lived in the clouds long enough, let us get back to solid earth again. This is no time to delay, but act and act with a determination that means something.

Builders' Hardware Industry Should Be a Favored One for Next Few Months.

Building Permit Statistics Show Possibilities of Active Demand for Hardware, Says Bennett.

IN LOOKING about for a method of determining the future course of business in any one line of industry, we generally must rely pretty much on statistics with which to make our calculations.

C. F. Bennett, President Stanley Works, New Britain, Connecticut, in the following address given before the convention members at Atlantic City, shows how building statistics indicate an active demand for builders' hardware:

Do Building Statistics Indicate an Active Demand for Goods?

The present conditions in the builders' hardware industry are, of course, a reflection of the conditions in the more primary industry—building construction. It is, therefore, well to understand present conditions in the construction field and it is rather hard to account for the present or look into the future without a proper appreciation of the past.

It is a matter of common knowledge that during the war the building activity of the country was curtailed and a large shortage in building accommodations developed. Most people have contented themselves with this obvious fact, but a few have tried to determine more definitely the extent of this shortage. Of these few attempts to find how much the country is underbuilt, the most careful and painstaking study that has come to my attention was made by the Cleveland Trust Company under the direction of Colonel Leonard P. Ayres. This study was made and published in June, 1922, and surveys building in this country from 1900 to the end of 1921.

The ten minutes allotted to me is too short a time to permit me to go into this report as I should like, but I heartily recommend it to all of you who are interested.

The results are summarized in a chart which Mr. Bennett used.

The conclusions which the report reaches are that, among other things, the country was underbuilt at the end of 1921 by 2.44 times the estimated normal construction in 1921. In other words, close to two and one-half years building.

Personally I am inclined to believe that this is a fair statement of the building shortage but, of course, I do not believe that because there was at that time such a shortage, we are bound to have overbuilding to the amount of 25 per cent every year until this shortage is made up. I am anxious simply to establish this point in your minds that on January 1, 1922, there was something like two and one-half years of building shortage, which constitutes at all times up to perhaps 1931 a constant urge and pressure to employ the construction industry and allied lines such as builders' hardware—just as fully and actively as general conditions permit. And by general conditions I mean a little more specifically that there be an abundance of money available for construction on easy terms and a plentiful supply of materials and labor.

We fully realize that there has been a great deal of building during 1922 and so far in 1923. I was curious, and I assume that you are, to know to what extent this activity has made good the two and one-half years' shortage existing on January 1, 1922, so I asked our statistical department at The Stanley Works to find out for me.

I make no claim that these figures for 1922 and 1923 approach in accuracy the earlier result, but I believe them to be substantially correct and I give them to you for what they are worth as a continuation of the previous chart adding 1922 and eight months of this year.

Twenty-Months' Shortage Still Exists in Building.

This chart now indicates that in 1922 building was 14 per cent above the normal requirements of the year. Stated another way, the building shortage was reduced 1 2/3 months. During the first eight months of this year building has been at a rate of 26 per cent above normal and slightly over two months more has been wiped out. The shortage which was 28 1/2 months on January 1, 1922,

is now, after one year and eight months of active building, close to twenty-five months. Say two years shortage if you will—slash it in half if you are to, the fact still remains, and it is the outstanding fact to be understood that a big shortage still exists. Such a shortage promises a constant stimulus to building for a long time to come.

Such is the present. Now, what about the future? So far as the immediate future is concerned, it is already an established fact.

At The Stanley Works our statistical department, from building information furnished by the F. W. Dodge Company, works over carefully all the building figures to get at that part of the building that is effective in creating builders' hardware business. For instance, much of the building commonly reported is engineering work such as dams, bridges, etc., on which the builders' hardware required is negligible. This department also eliminates the question of price so that we have a continuous record of the volume of building which creates builders' hardware business. These figures show as follows:

	Contracts Contemplated.	Contracts awarded.
1920, avg. weekly.	\$21,100,000	\$10,900,000
1921, avg. weekly.	29,800,000	17,200,000
1922, avg. weekly.	41,500,000	25,400,000
First half 1923...	46,600,000	25,000,000
July	36,500,000	21,500,000
August	34,800,000	20,600,000
September	30,600,000	21,900,000

These figures indicate that contracts have been let during the past three months at a high rate.

Good Buying of Builders' Hardware Insured for Next Few Months.

Since builders' hardware is not bought the morning that the permit is taken out, the excellent rate at which contracts have been awarded during the past few months insures good buying of builders' hardware during the next few months. As a manufacturer, I should not be too certain of this if I suspected that those of you here who are retailers and jobbers had large stocks of goods in your warehouses. In such a case, you might well care for the building now in process and let the manufacturer worry about his outlets, while you sell your stocks out. However, I do not believe that there are large stocks anywhere either with retailers, jobbers or manufacturers; that all of us, well warned by what happened in 1920, are not to be caught again. So, then, I expect that business is bound to be good in builders' hardware up to the end of the year.

And beyond that, any prophecy involves some reservations. When I spoke of the amount of building shortage I said it was a constant urge to building activity if certain general conditions prevailed. Let us consider then if such conditions are apt to prevail during the first half of next year.

First, money. There is certainly a generous supply of money for building now at fair rates, so much, in fact, that it seems altogether unlikely that we can tie up enough before the middle of next year to make it either scarce or expensive.

Secondly, materials. Material prices advanced slowly but steadily from March of last year to April of this year, since which time they have declined. They are now where they were at the end of last year—the level that now prevails can hardly be expected to check building next

Spring since the last Spring's building boom was undertaken at similar material price levels. Materials are also plentiful, else their price would not have declined since March in the face of so much building.

Labor costs in the building trades have advanced from May, 1922, right up to date. If wages should continue to advance they will have a tendency to check building, but I do not believe they will—I should rather look for some decline in labor costs between now and Spring.

As to business generally, I can do no more than put together in my own mind the opinions of various organizations whose business it is to forecast the

future. As usual, there is not complete agreement among them, but they are fairly well agreed that general business will continue good through the first half of 1924.

And so I conclude that not only is the immediate future assured and the first half of next year quite apt to be good, but for a number of years to come we are bound to fare better with builders' hardware than has been the case over the past decade. During that time there will be periods of depression, I have no doubt, but during all times, both good and bad, ours should be a favored industry as was the case in 1921, because of the shortage to be made up.

his competition with those in business that are served through other channels of distribution.

Learns the Advantage of Display Fixtures.

We have spent much time and energy on store arrangements and the use of display fixtures that will not only serve to show and assist the prospective customer in making his selection, which is often done without the aid of a salesman, but also to enable the salesman to give price information and reach the goods in the shortest possible time. These have made possible a reduction of overhead by the use of a smaller selling force and at the same time give better service. The favorable impression on the public and the stimulating effect on the salesman that comes from a systematic, well ordered store is also not to be discounted.

We have also learned to departmentize our businesses and to group together merchandise of a kindred nature which, besides making for efficiency and economy of service, has enabled us to make possible departmental records to determine which classes of merchandise are profitable and the elimination of slow, unprofitable items.

We are studying store management and the training of our clerks in the psychology of judgment of character and disposition as related to salesmanship. We are trying to educate them in the finer points of courtesy, politeness and appreciation of the customers' rights and viewpoints. With all, we are trying to imbue our sales forces with the thought that our presence in the community stands for more than the mere making of profit and that we owe a duty to the customers who favor us; that we should and must serve them as well and as economically and even better than other sources through which they can procure our merchandise.

The Retailer's Service Deserving of Consideration By Manufacturers.

In view of this attitude on the part of the retailer, I will ask if he is not deserving of the friendly counsel and assistance of the manufacturer. I will not speak of the jobber, as I am not addressing the jobbers, but am talking to you manufacturers—it is you who have invited me here.

Somewhat I always have felt that the manufacturer had a tender spot near his heart for the retailer; and indeed he should have, for is it not the retailer who explains the quality and excellence of his product to the consumer, whose preference constitutes the final end of all distribution? It is the retailer who assists, through the use of the advertising helps that you furnish him, and who creates a demand for the manufacturers' brands. Show me any well-known brand of hardware merchandise today and I shall show you one that had its quality first made known across the counter of the retail hardware merchant.

It is the retailer the consumer knows and it is he whom he trusts, as is evidenced by his patronage. His recommendation he usually accepts. It follows logically, therefore, that anything that affects the interests of the retailer should be a matter of vital concern to the manufacturer. These two form the Alpha and Omega of merchandise distribution. Their interests are inseparable, and it is on this basis that we invite your sympathetic cooperation and assistance in a solution of our difficulties.

We believe that the manufacturer is not unmindful of the needs of the re-

Distribution a Problem to Be Solved by the Three Factors Concerned.

R. W. Hatcher Says Retailers Will Pledge Cooperation to Fullest Extent, but Jobbers and Manufacturers Must Do Their Share in Solving Distribution Problems.

THE problem of distribution is a large one and very complex. Each factor concerned—manufacturer, jobber and retailer—views the subject from an angle different from that of his fellows.

R. W. Hatcher, of the R. W. Hatcher Hardware Company, Mill-edgeville, Georgia, in the following didactic address, delivered at Atlantic City, October 18, has set forth the manner in which the retailer views the subject:

Distribution Proves Retailers' Standpoint By R. W. Hatcher:

Perhaps of all the agencies of the system of distribution, the retailer has the keenest perception of its shortcomings. Fundamentally he is the inverted apex of the pyramid and as the man farthest down bears the brunt of the criticism engendered by its real or fancied weaknesses.

It falls to the lot of the retailer to explain *why*, and it is incumbent upon him to neutralize and palliate the insidious propaganda, which with its slogan, "Cut Out the Middleman," poisons the mind of the public with the emphasized suggestion that he is a commercial leach, unnecessary, and should be eliminated. The fact that these allegations fall far short of real conditions or at least bear only a modicum of truth only relieves in a measure the damaging efforts of this appeal. In many instances, too, the struggle is made harder for the retailer by throttling conditions that are the exponents of shortcomings in his own distribution system, and it is to these that we shall address ourselves today.

Retailer's Difficulties Not Fully Realized.

You, gentlemen, may not realize it as actively as you should, but the retailer is fighting your battles. He is making it possible for you to live and prosper. He has built and is now building for you an established clientele with the consumer that makes possible the enormous expansion of your business. He is the advance

guard, the forefront of the present system. If he falls down, it also will cease to exist or must find reconstruction along different lines.

Can the manufacturer and jobber look with indifference on the struggles of the retailer in his efforts to meet new and ever changing conditions? Should his compensation not be assured with a margin of remuneration sufficient for his encouragement in his endeavor to meet the prices pitted against him through other channels of merchandise distribution?

The public is obsessed with the idea that the costs of distribution are too high. No less an authority than Babson's is quoted to the effect that distribution costs are excessive. What are we doing to reduce them? Let us see how the retailer, as he is nearest the consuming public, is meeting the situation.

Retailers Striving for Uplift.

The retailer has been striving to become a better merchant; to cease being just a storekeeper, but to really elevate his vocation to the plane of a profession. He is making a close study of the cost of doing business and has made a survey showing by comparison with other retailers throughout the country what the normal cost of doing business should be, and each retailer is thus enabled to check his own activities against this normal standard and if there exists a marked difference, find the leaks before it is too late.

The retailer today is studying stock-turn more than ever. His stocks today, as compared to three years ago, will show a marked change. Shelves are not overburdened with non-essential merchandise to the exclusion of the class that moves quickly. He has learned to weed out the slow sellers, make his stock more attractive, owe less money, and function with greater efficiency.

In making this change, the retailer has been taught the need of simplification, the value of elimination and the force of the fact that if the manufacturer will simplify and standardize his product that it will be possible for him to carry an assortment that will meet the needs of his trade, involve less capital for himself, the jobber and manufacturer, thus bringing reduction in the costs of distribution that will be of invaluable aid to him in

tailer. The progress made on the part of some of your membership toward simplification which will reduce production costs and consequently distribution costs shows this to be true.

One prominent manufacturer in his announcement called special attention to his action as having been requested and approved by retailers. There remains, however, the matter of price regulation, which is the most difficult of all problems for the joint consideration of manufacturer and retailer.

Is the Retailer Being Given a Fighting Chance?

Is the retailer being allowed a living profit? Is he receiving the reward of his efforts? Is he being given a fighting chance? Let us see. I relate from my own experience. In one of my stores recently, we put on sale an article made by a prominent manufacturer and which we bought through regular channels at what we considered a fair margin of profit. It did not go as it should have gone; being a seasonable article we began to investigate and soon found that a local store operated by one of the large chain interests was offering this article at exactly the resale price to merchants, and around our cost. There could be but one conclusion on our part, and that was that this syndicate was enjoying the jobber's differential on this item. This was doubtless an attractive order for this manufacturer, but we feel that he should have considered the ratio of the distribution of his product through this channel as related to that of the regular channel of the retail hardware merchant and consequently have recognized the latter's right to his protection.

We do not question the manufacturer's right to sell these distributors but we feel that it should not be done unless with a price assurance that will be adequate for the protection of the retailer who is the manufacturer's regular and constant channel of distribution.

When you manufacturers sell these enterprises at favored prices, you are furnishing them the very ammunition they want for their propaganda before the public which will enable them to further cripple your friend, the retailer.

There is a class of manufacturer who adds to the troubles of the retailer and one who I am sure is not numbered among your membership. This is the direct-to-consumer manufacturer. To him we have no appeal. He does not care for us, though it is to be noted that in many instances this manufacturer is offering to the consumer direct at factory prices articles the demand for which was created formerly through the efforts of retail merchants.

False Theory of Profits Misleading.

There is another instance in which the manufacturer unwittingly, no doubt, contributes toward increasing the allegations of profiteering that confronts the retailer. It is in the false theory of profits that has been used in the promotion of their merchandise with retailers.

It is not unusual for the manufacturer to assure the retail merchant that his line carries a profit of, say, 50 per cent, when the margin is only 33 1/3 per cent, and the real profit may be small or lacking altogether, depending somewhat upon the expense of selling the particular lines and the rapidity of their stockturn. The retail cost of doing business must be paid before there is any profit. The difference between his merchandising cost plus freight and drayage charges to place in his store and his selling price is margin.

As percentage expense must be figured on the selling price, it necessarily follows that the margin and profit percentage must be figured on the same basis. So much of the occasion of profiteering charges against retailers comes from the practice of sending such promotion material openly through the mails. Such literature passes through the hands of postal employees and it is natural that they should resent the idea of paying what they consider an exorbitant profit to the merchant, who they conclude makes the same margin of profit on everything he sells. They do not analyze the merchants' selling expense and other expenditures, and simply think of the figure as the profit he makes. This information also gets into the hands of politicians and propagandists, and is used to further their own selfish ends. These extravagant representations should be discontinued. The manufacturer does not call the difference between his cost of his raw material and the selling price of his product *profit*. Should there be a different standard for the retailer?

Margins Too Small.

In many instances, it is shown that sufficient margin is not allowed by the manufacturer for the retailer to cover his operating costs and leave a fair compensation for the retailer's services. Too often manufacturers apparently show little thought to the retailer's interest in fixing such margins. He will add 25 per cent to his selling price and call it 25

A number of important addresses at the Hardware Convention, which our space does not permit us this week, will be published in future issues of AMERICAN ARTISAN.

per cent profit, 25 per cent on equals 20 per cent off, so the average retailer actually loses 1 1/2 per cent on each dollar taken for such goods and if they do not move quickly he loses more. These figures are often justified by the claim of quick turnover, but the average stockturn of a hardware retailer is 2 1/4 times and his capital turn 1 1/4 times. But some manufacturers do not allow 25 per cent, and in some instances as low as 12 1/2 per cent is shown as suggested retail prices. This, in spite of the fact that the retailer's average operating cost is shown to be 21 1/2 per cent, and in many individual instances much higher. His average profit is 2.64 per cent and many retailers have lost money. Would the manufacturers themselves like to operate on such a profit basis? The public, however, does not know these things. Thus the unfortunate retailer is heralded forth as a profiteer, when, as a matter of fact, he is left between the upper and the nether millstones.

The Retailer's Duty of Explaining Price Advances.

Another trial for the retailer is that he has continually before him the task of explaining, or trying to explain, especially to his farmer customers, the reason of the advance in the prices of articles of hardware when the business of the country and especially the prices of farm

products are far from normal. A farmer was in my store a short time ago to purchase an axe. The one bought by him previously had been sold him for \$1.50. He was asked \$1.75 for this one. All efforts to explain any reason for the advance satisfactorily to him failed and was met by a citation of the low prices of his own products, and he left the store with the remark that he could make his old one do, and would do it before he would pay an advanced price. Gentlemen, this incident could be multiplied in any hardware store in the country and manufacturers should be exceedingly careful in an advance of price at this time if they would not stifle a demand that is just creeping back toward normal.

Advertising Waste.

A source of waste and consequent increase of production expense is the vast amount of printed matter with which manufacturers flood the retailer, some of which is good and gets recognition, but I should say that fully 75 per cent of the pieces sent out are of such a nature that they immediately find a haven of rest in the waste basket. Much of this is sent out without method of study, but evidently on a hit or miss idea and apparently with the purpose of getting as much as possible in the merchants' hands, thinking that it will stimulate sales.

The retailer, however, is not free from fault in the matter of waste and it must be said that he fails to utilize many of the helps that are sent him by manufacturers, which could be used to mutual advantage.

Remedy Proposed.

The time has passed for platitudes and the subject must be approached through a more serious motive than an indulgence in petty bickerings and spirited faultfindings with each of the agencies concerned. This will get us nowhere. Naturally the genesis of the efforts of each group will be for their own benefit, but beyond this there must be a crowning impulse that must actuate us in the preservation of a system that appears to be the logical system and one that we will know best.

If other methods can function so as to reach the ultimate consumer at a less cost than we do, then we must each look to our economics and profit by the comparison. If unnecessary service is required of the manufacturer and jobber by the retailer, he must be content with less. If the jobber's overhead is too high, it is incumbent on him to reduce. If the manufacturer's cost of production is too great, he must study simplification, elimination, or such methods as his investigations shall suggest.

As each group individually perfects its own methods, in that measure will we progress toward a common place of action where I would hope to see accomplished through the medium of a joint committee comprised of members from each respective association such adjustments and solutions as may appear for the well being of our joint relations.

We retailers who have taken the initiative in this consideration of distribution difficulties will pledge their coöperation to the fullest extent. Will you gentlemen give yours?

The very interesting address of Saunders Norvell is published on pages 47 and 48 of this issue.

Carpenters' and Mechanics' Tools Lend Themselves Well for Attractive Window Display Purposes.

W. E. Spillman Arranges Tool Display for B. M. Dennis & Son, 611 North Water Street, Decatur, Illinois.

EVERYONE in the retail selling business knows the power of a window display to attract people into the store. Statistics show various estimates as to the amount of business increase directly traceable to the influences of the window display. This being the case, why is it

The accompanying window display was arranged by W. E. Spillman for B. M. Dennis & Son, 611 North Water Street, Decatur, Illinois, and it is a good example of window display.

Mr. Spillman makes the following comments on the display:

tools and on the left the mechanic's tools. In the center on the floor I have placed iron skillet, griddles and Dutch ovens. On top of mantel, three pieces of aluminum and two Vernis Martin sets are seen.

"Now, this picture does not do the window justice, as it was just a



Small Tools and Fireplace Combined Make Attractive and Profitable Window Display for B. M. Dennis & Son, 611 North Water Street, Decatur, Illinois.

then that we still continue to see windows dirty and cluttered with all manner of objects, some in season and some out, with no attempt at all to make use of this powerful salesman? We can attribute this to nothing more than carelessness and indifference. But who loses by the deal? The public, because it is not getting the service to which it is entitled on the one hand; the retail dealer and the hardware industry in general on the other hand.

"The window is 4 feet 5 inches by 15 feet. The fireplace was built of brick and is permanent. For a background for tool display, I used empty paint boxes with white and green crepe paper for a covering.

"For a fire in the grate, I used a piece of 6-inch stove pipe with several holes in it and wrapped it with red crepe paper. Coal was piled on top of pipe and electric light placed on inside of pipe.

"On the right are the carpenter's

trifle moist and makes the picture hazy."

Read This Story! Then Act!

The window display can be made to bring people into the store. Passing the store of a well-known pencil company, my eye was attracted, first by the bright colors of the trimmings and then by a large sign in the center. Pencils and fountain

pens were arranged in various attractive designs. The card announced that \$1.00 would be allowed on the purchase price of any fountain pen costing \$2.75 or over on condition that an old fountain pen, regardless of its make or condition, were brought in.

Once inside the store, the prospect was required to walk the entire length of the aisle before reaching the counter where his old pen would be redeemed for a new one. On his way out the customer's eye came in contact with hundreds of other useful articles which were arranged so that they could be picked up and examined by the customer.

This same idea could be very easily applied to cooking utensils or hardware.

AMERICAN ARTISAN AND HARDWARE RECORD is working towards a more thorough understanding of this phase of retail selling. We wish to bring out the best that is to be had. We know that the hardware and allied industries do not lack the ability, and it's up to you to prove it. Send in at least one photograph of a window display which you think your best.

Saunders Norvell Reviews Hardware Business Since His Retirement in 1911.

Speaker Makes Interesting Comparisons Between Former Period and Present Day.

THE following interesting and thoroughly characteristic address was delivered at the Atlantic City Hardware Convention by Saunders Norvell, who is known all over the country as one of the biggest men of the hardware trade in his day of active work in this line:

Excerpts From Mr. Norvell's Address.

I retired from the hardware business on January 1, 1911. This is the first national hardware convention I have attended in thirteen years. It is a great pleasure for me to have this opportunity of greeting so many of my old friends among hardware manufacturers, jobbers and retail merchants. It is a source of sorrow to note the absence of many dear and loyal friends who have passed to that bourne from which no traveler returns.

In a talk such as this, it would be very bad taste to run the risk of boring you by going too much into details. One can

Rules Governing Contest.

The photograph, together with descriptions of how the window displays were arranged and the materials used may be sent by mail or express, charges prepaid, and must reach this office not later than January 12, 1924.

Each photograph and description must be signed by a fictitious name or device and the same name or device must be placed within a sealed envelope containing the real name and address of the contestant. This sealed envelope is to be enclosed with the photograph. Contestants may enter as many window displays as they desire.

AMERICAN ARTISAN AND HARDWARE RECORD reserves the right to publish all photographs and descriptions submitted in this competition.

A competition committee of three will be appointed, one of whom will be an expert window dresser and one an experienced hardware man. This committee will pass upon the merits of all photographs and descriptions received, without knowing the names or addresses of the senders, and will decide the winners of the contest.

only touch certain general principles of business. This talk will be more suggestive than comprehensive. It is my desire to talk to you quite frankly, directly and simply. I come to you without any connection with the hardware business except that of a great personal interest which I shall always have.

Hardware Business One of Best.

First of all, let me tell you that after this long absence, I am convinced that hardware—be it manufacturing, jobbing or retailing—is one of the best businesses in the United States. While you have your troubles and while you are so close to your business that these troubles become magnified and exaggerated, let me tell you that your difficulties do not compare, either in number or in magnitude, with those confronting the merchants in other lines.

I am in the drug business. We are regulated in season and out of season by the federal government, by the state governments and by the cities. In our business we are compelled to hire a lawyer by the year to keep track of every move we make, so we will not become crimi-

nals and law-breakers. You in the hardware business may think that you know something of government interference and regulation, but if you wish a real dose of this sort of thing, just try your hand as manufacturers, jobbers or retailers in the drug line. You will soon be glad to get back into the hardware business where life is simple and business, by comparison, is one long sweet song.

Great Change in Drug Business.

Once upon a time the retail drug merchant was an authority in his community on drugs and chemicals just as today the hardware man is an authority on axes, hatchets and saws. Once upon a time when a man wished drugs and chemicals he went to his friend, the retail drug merchant, and asked his suggestions and advice in regard to the kind and the quality of goods to purchase. He was guided by this advice. This condition, while it still exists in the hardware trade, has entirely passed away in the drug trade. Nowadays the national advertiser in the drug business thinks up some high-sounding name, advertises his goods nationally, on one hand frightening the consumer about the condition of his health; describing his symptoms, and on the other hand, promising him a cure or relief if he will only buy his concoction. Then in his advertising he warns everybody against substitution. If any retail drug merchant would have the temerity to say to a customer, for instance—"This other preparation made by me is 'just as good'"—that drug merchant would immediately be classified by the intended purchaser as a fraud and a cheat. What is the result? The retail drug merchant today knows nothing whatever about salesmanship. His clerks, like automatons, stand behind the counter and pass out the goods that are called for—that are nationally advertised. They have nothing to say about these goods. They would not dare to make any suggestions. They take the money, punch the cash register and turn like a machine to repeat the same performance with the next customer.

Bad Effect of National Advertising.

Now what has brought about this condition? The answer is simple—national advertising. The manufacturers of a long line of drugs and toilet articles have bought space in newspapers, magazines, on street cars and on billboards and have proceeded forthwith by advertising to sell their goods to the buying public. The greatest of these manufacturers openly boast that they do not ask any selling ability whatever on the part of drug jobbers or retail merchants. All they ask is that their goods be carried in stock and that orders be filled when the goods are called for. This all seems very simple and delightful, but when we analyze the profits that the jobbers and retailers are making on these nationally advertised goods, we soon find that the goods are being sold, by reason of competition, at less than the actual cost of handling the business.

More Than Half Sold at Loss.

It may surprise you to know that today by the actual records of the wholesale and retail drug associations, 53 per cent of the sales of a drug jobber and a drug retailer are nationally advertised patent medicines that as a general rule are sold at less than the cost of doing the business, either by the wholesaler or the retailer. Of course, the argument used by these national advertisers is that

their advertising makes it simple and easy for the jobber and the retailer to handle the goods. They talk a great deal about turn-over and some of the simple-minded in the trade do not realize that turn-over is a double-edged sword. Turn-over at even a small profit may be a good thing but rapid turn-over at even a small loss is a very bad thing in direct proportion to the rapidity of the turn-over.

Average Total Profit Less Than One Per Cent of Sales.

A committee of the National Wholesale Druggists' Association, working with the Harvard Bureau of Research, have just completed an analysis of the sales, profits, expenses and cost of doing business of the wholesale drug trade in this country. A questionnaire was filled out by 100 wholesale drug houses. These houses were selected so they covered every part of the United States. Their sales total \$165,000,000—just one-half the total sales of drugs in this country. Here are the results: 32 of these jobbers lost money in 1922. The average profit of the entire 100 jobbers on their sales was 9/10 of 1 per cent. Further comment is unnecessary.

In a very large measure this same condition exists in the wholesale grocery trade. As goods are nationally advertised, the profits on these goods, both for the jobber and the retailer, are eliminated.

I am probably very thick-headed. I cannot see the proposition.

Retail Hardware Man Is Authority.

Today the retail hardware man, thank God, is still an authority on hardware in his own town. If a man wishes to build a house he goes to him and asks his advice in regard to builders' hardware. If a man wishes to buy a set of tools, he goes to his retail hardware friend to help him make the selection. If the time ever comes when builders' hardware, tools and other articles in the hardware line are advertised as they are in the drug line, this condition will entirely pass away. When a man goes to buy his builders' hardware or his tools he will know or he will think he knows exactly what he wants and woe to the retail hardware merchant who would dare to suggest to him what he should buy! If he does, this retail merchant will be branded as a substituter and the consumer will go to some other store where he can get what he wants without trying to have any other brand put over on him.

Therefore, while no one believes more than I do in certain kinds of advertising, let me in this first message to the hardware trade after so many years of absence, utter a warning against this chimera of national advertising. In the end it will be a bad thing for manufacturers, jobbers and retail merchants, just as today it has almost completely demoralized and ruined the wholesale and retail drug business of the country. This question of advertising is a very important matter. A book might be written on the subject. Therefore, allow me to rest here without going into further details.

Praises Trade Journals.

It has been with great pleasure and profit throughout these years since I have been out of the hardware business I have still kept in touch with it through their valuable hardware trade journals. Reading between the lines in these journals, it seems to me that I can see certain cur-

rents and eddies in the trade. For instance, I have been very much interested in the magazine published in July by the retail hardware merchants. I wish particularly to compliment the retail dealers in the country on the manner in which this representative journal of the retail hardware trade is published.

What struck me about this retail dealers' magazine was the fact that instead of complaining and writing about what the manufacturers and the jobbers were doing—instead of calling attention to the shortcomings of others—practically all of their space was taken up by the things that the retail hardware merchant might do for himself. Their "Creed" if you have read it, is not to the effect that the manufacturer or the jobber should do certain things for him, but what the retail dealer himself should do for the trade and for his community, for the proper, honest and fair handling of his own business.

Let me in this Rip Van Winkle talk say to the retail hardware trade of the country that I have watched the progress of their association from its formation in 1901. That year is memorable with me because it is the same year in which I went into business for myself. Year after year, through good times and bad, through good counsels and bad counsels, the retail hardware association of this country has worked ever upward and forward until today the retail hardware trade of the United States is recognized by all lines of business as one of the most substantial, conservative, reliable and honest trades in the country.

Hardware Jobber Has Important Place.

To the jobber there is a great deal I would like to say. I should like to say some things behind closed doors—in fact—behind storm doors! However, here I am only going to take the liberty of making two suggestions: First of all, let me warn the jobber in the hardware business to control his field. Do not let your business get out of your hands. The Good Book says: "Pride cometh before a fall." In my time I have seen many proud men and I have seen some of them fall. Let me repeat that jobbers should be careful to control their field. The only way to do that is to command and dominate the trade in their territories. The only way to do that is to be in such close contact with the retail merchants in your territory that they will not only be willing to give you their business but they will be glad to do it, feeling that you are their best friend and that you can be depended upon as a friend at all times.

Sounds a Warning to Jobbers.

I trust in the hardware trade that there will never grow up the same feeling between the jobbers and their retail customers as has grown up in the drug trade. Let me say to you here that the wholesale drug trade of the country have in many parts of the United States almost lost control of their territories. They have done this because they got out of touch with their retail drug customers by reason of pride and vanity. These customers are substituting buying clubs, mutual societies and other forms of business in place of the jobber. Let me also tell you that it is a matter of common knowledge in the wholesale drug trade that it is almost impossible for the wholesale drug houses in these sections to meet the competition of this new class of competitors. Before this form of

business has developed in the hardware trade, let me as a friend lift my voice in warning to the wholesale hardware trade.

I now turn to the hardware manufacturers. You have every reason to be proud of the splendid business that the manufacturers of hardware have built up in this country. You should be proud of the character you have established. You have reason to be proud of the opportunities you have followed and of the firm foundation upon which hardware manufacturing rests in our country. **Warns Against National Advertising.**

What are the dangers that I see that confront the hardware manufacturers? One of them I believe is to be led astray by this modern cult of super-salesmanship. The hardware manufacturer must not crash on the rocks as a result of the siren song of the advertising agency. Already I notice that some of our hardware manufacturers have been led into signing their names on the dotted line for a national campaign. Already I notice certain goods advertised in full-page advertisements in magazines that are read by a class of people of which probably not one in a thousand readers will ever have occasion to buy the particular article advertised. Such advertisements might have been understood in those days when all of us were paying excess profit taxes to the Government, but in these days when we happen to know that even some of the manufacturers advertising are not burdened by their excess profits, we wonder what motive is back of these advertisements. Is it simply vanity? Does some one simply like to see their name in print or is it simply bad judgment or is it the siren song of the super-salesman who sells advertising?

Pleads for Mutual Confidence.

Gentlemen—retailers, wholesalers and manufacturers of the hardware trade—let me say that you have fallen heirs to a great business. You own franchises in a business of great worth. Your fathers and your fathers' fathers from generation to generation as long as they have attended to the hardware business—as long as they have used commonsense—have made a good living out of their businesses. Now I note even after nine years, even where I live in far-away little and provincial New York, that there are certain discords and differences growing up in the hardware trade. I will not attempt to point out these differences. You know just what they are and you also know the misguided individuals in the trade who are trying to encourage them.

Let me in concluding my remarks pray you to stop this little fire of antagonism that may blaze forth into a great conflagration.

Get together in a spirit of mutual confidence, tolerance and good will and carefully think out what each of you in your particular lines can do for the whole good of the hardware trade.

Work together now and in the future, as the hardware trade has worked together in the past, and I am sure that good fortune will be with you. I am sure the goddess of good fortune will fly with her wings on her shoulders and her feet on her wheel over the smokestacks of your factories—over the tall buildings of your jobbers and over the busy shops of your retail merchants!

Carson Completes Plans for Ohio Hardware Convention and Exhibit in Cincinnati.

Secretary James B. Carson has completed plans for the 1924 Convention and Exhibit of the Ohio Hardware Association to be held in Cincinnati the week of February 18, 1924. The sessions and exhibit will be conducted at the Music Hall where space is provided for nearly 200 booths of uniform size and design. Jobbers and manufacturers are invited to show their wares at this time. Inquiries and reservations should be made through Secretary James B. Carson, Ohio Hardware Association, 1001 Schwind building, Dayton, Ohio. Mr. Carson has prepared a descriptive circular showing booth arrangement, rates and other important details.

Paint Men to Produce Chinawood Oil in Florida.

Appropriation of \$100,000 to start production of chinawood oil in this country was voted October 17 by members of the Paint Manufacturers' association, meeting at the Drake Hotel.

With this sum they hope to give impetus to a movement which eventually will make unnecessary the importation of 10,000,000 gallons each year from Japan and China.

Experiments have shown, it was declared, that better chinawood oil can be produced in Florida than in the orient, at a saving of approximately \$1 per gallon.

Coming Conventions

Western Retail Implement and Hardware Association, Missouri Theater Building, Kansas City, January 15, 16, 17, 1924. H. J. Hodge, Secretary-Treasurer, Abilene, Kansas.

The West Virginia Retail Hardware Association Convention and Exhibit, Huntington, West Virginia, January 15 to 18, 1924. James B. Carson, Secretary-Treasurer, 1001 Schwind Building, Dayton, Ohio.

Mountain States Hardware and Implement Association Convention, City Auditorium, Denver, Colorado, January 22-24, 1924. W. W. McAlister, Secretary-Treasurer, Boulder, Colorado.

Kentucky Hardware and Implement Association, Louisville, January 22-25, 1924. J. M. Stone, Secretary-Treasurer, 202 Republic Building, Louisville.

Indiana Retail Hardware Association, Inc., Convention and Exhibition, Cad'e Tabernacle, January 29, 30, 31, February 1, 1924. G. F. Sheely, Secretary, Argos.

Illinois Retail Hardware Association, Hotel Sherman, Chicago, Illinois, February, 1924. Leon D. Nish, Secretary-Treasurer, Elgin, Illinois.

Nebraska Retail Hardware Association, Lincoln, Nebraska, February 5 to 8, 1924. George H. Dietz, Lincoln Nebraska, Secretary-Treasurer.

Wisconsin Retail Hardware Association Convention and Exhibition, Milwaukee Auditorium, February 6, 7, 8, 1924. George W. Kornely, Manager of Exhibits, 1476 Green Bay Avenue, Milwaukee. P. J. Jacobs, Secretary-Treasurer, Stevens Point.

Michigan Retail Hardware Convention and Exhibition, Grand Rapids, February 12, 13, 14, 1924. Karl S. Judson, Exhibit Manager, 248 Morris Avenue, Grand Rapids. A. J. Scott, Secretary, Marine City, Michigan.

Iowa Retail Hardware Association, Des Moines, Iowa, February 12, 13, 14 and 15, 1924. A. R. Sale, Secretary-Treasurer, Mason City, Iowa.

The Pennsylvania and Atlantic Seaboard Hardware Association, Incorporated, Convention and Exhibition at the Philadelphia Commercial Museum, Philadelphia, Pennsylvania, February 12, 13, 14 and 15, 1924. Sharon E. Jones, Secretary-Treasurer, Wesley Building, Philadelphia.

Ohio Hardware Association, Convention and Exhibition, Cincinnati, Ohio, February 19, 20, 21 and 22, 1924. James B. Carson, Secretary, 1001 Schwind Building, Dayton, Ohio.

New York Retail Hardware Association Convention and Exhibition, February 19, 20, 21, 22, 1924. Headquarters, McAlpin Hotel, and exhibition at Seventy-first Regiment Armory. John B. Foley, Secretary, 412-413 City Bank Building, Syracuse, New York.

New England Hardware Dealers' Association Convention and Exhibition, Mechanics' Building, Boston, February 20, 21, 22, 1924. George A. Field, Secretary, 10 High Street, Boston, Massachusetts.

North Dakota Retail Hardware Association Convention and Exhibition, Municipal Auditorium, Fargo, February 20, 21, 22, 1924. C. N. Barnes, Secretary, Grand Forks.

Michigan Sheet Metal and Roofing Contractors' Association, February 25 to 28, 1924, Hotel Kerns, Lansing. T. E. Eiderle, Secretary, 1121 Franklin Street, S. E., Grand Rapids, Michigan.

Missouri Retail Hardware Association Convention and Exhibition, Marquette Hotel, St. Louis, February 26, 27 and 28, 1924. F. X. Becherer, Secretary, 5106 North Broadway, St. Louis.

Minnesota Retail Hardware Association Convention and Exposition, St. Paul Auditorium, February 26, 27, 28, 29, 1924. C. H. Casey, Secretary, Jordan, Minnesota.

South Dakota Retail Hardware Association and Exposition, Coliseum Building, Sioux Falls, March 4, 5, 6, 7, 1924. C. H. Casey, Secretary, Jordan, Minnesota.

California Retail Hardware Implement Association Convention and Exhibition, Civic Auditorium, San Francisco, March 18, 19, 20, 21, 22, 1924. LeRoy Smith, Treasurer, 112 Market Street, San Francisco.

Southeastern Retail Hardware and Implement Association, composed of Alabama, Florida, Georgia and Tennessee, Convention and Exhibition, Atlanta, Georgia, May 27, 28, 29, 1924. Walter Harlan, Secretary, 701 Grand Theater Building, Atlanta.

Hardware Association of the Carolinas Convention, Wrightsville Beach, North Carolina, June 17, 18, 19, 1924. T. W. Dixon, Secretary-Treasurer, 717-718 Commercial Bank Building, Charlotte, North Carolina.

Retail Hardware Doings

California.

The Gibbs Hardware Company of Madera is enlarging their building.

Illinois.

W. J. Herron and Company have sold their hardware business at Pontiac to R. J. Irvin.

Indiana.

The S. J. Evans and Son hardware store on North Main Street, Monticello, has been sold to Lee and Harry Hall of Marion. The store will be known as the Hall Hardware Company.

H. A. Bruner and Clifford J. Todd have purchased the Kokomo Hardware Company, 206 North Main Street, Kokomo.

Iowa.

Roscoe Watson has sold his interest in the hardware business at Hazleton, to his partner, W. H. Nelson.

Michigan.

Shaberg and Dietrich have opened a hardware store at 319 North Washington Avenue, Saginaw.

The Huron Hardware Company at Alpena has been incorporated. Incorporators are: Joe C. Young, Nason C. Johnson and Sheridan E. Malloy.

Missouri.

August Berghofer has sold his hardware store at Palmyra to the Haydon Hardware Company of Hannibal.

Nebraska.

Henry G. Markel has sold his hardware business at Nebraska City to Drex Burke and Judson Davis of Sabetha.

Ohio.

Fred Bigelow of New London, has sold his hardware store to M. Gressinger of Norwalk.

Ed Rolth of Waynesburg, Ohio, has purchased the Rittman Hardware Company at Rittman from Joseph C. Landis and E. V. Schaffter.

Oklahoma.

Childs and Thomas have opened a new hardware store at 221 West Grand Avenue, Ponca City.

Wisconsin.

The Fox River Hardware Company of Appleton, Wisconsin, have been incorporated with a capital stock of \$25,000. Incorporators are: Frank H. Zahrt, Herman Harm and G. C. Miller.

The J. J. Jones Hardware Company, 1017-1019 Third Street, Milwaukee, has been damaged by fire. The loss is estimated at \$5,000.

by an abrupt statement, like "\$115.00."

But no good salesman would quote a price in that way, and furthermore, there is this very important fact to remember, that—

Many stores have adopted the policy, not only of using large, plain price tickets on their ranges, but also of quoting specific prices in their advertisements.

So, after all, the percentage of

prospects who really do not have an approximate idea of what they *will have to pay* is so small that it seems almost ridiculous to consider them as representing the typical customer.

I was rather interested in reading a letter from M. D. Hussie, one of the Past Presidents of the National Retail Hardware Association and a very successful stove merchant in Omaha, Nebraska, in which among other things he wrote as follows:

"I have been selling merchandise at retail for almost forty years, and while I come a long way from knowing it all, still I have, of necessity, picked up some little knowledge.

"Why is it necessary to avoid mentioning price?

"True, if I am selling circus tickets or phoney jewelry or corn cure, or am conducting business like the Cheap Jack on the corner, then my policy *must* be to conceal the price until the last moment, when I am supposed to have my victim's desires whetted to the place where price doesn't count.

"But if I am trying to establish a business whose roots are entwined in the very bedrock of the community, a business reputation that will cause my customers, the public, to come to me in all confidence, assured of the fact that I will advise them, as well as sell them, then I believe it is not of very much importance when I mention price. In fact, I have many times dissuaded prospects from investing in an expensive range or washing machine for reasons that appeared while making the sale, and I believe I have never lost by it. In fact, I am quite sure that in the long run I have gained, not only in money but also in friends.

"I have always tried to put myself in the customers' place, and have instructed our clerks to do likewise. I have always held the suspicion, also, that the average customer who comes into my place of business has as keen a perception and as good judgment as I have, although perhaps not having the specific knowledge of the article of which he is in search as I have.

"Now I ask myself, what kind of one who puts his cards on the table, face up, and proceeds to show me what is built into the article, in the way of material, weight and finish?

"What time and care have been expended to perfect this article so that it will perform its duties perfectly, with the least amount of annoyance and trouble to the user, and when I ask the price, even if it should be in the middle of his 'sales

FREE!

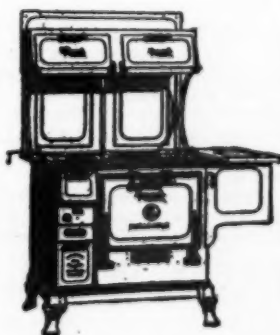
11 Piece Set of West Bend Aluminum Ware with every MONARCH Range sold during Fair Week, Aug. 27th to Sept. 1st



This attractive set of aluminum is made by the West Bend Aluminum Company from High Grade, Heavy Gauge, 99% Pure Aluminum. COME IN TODAY AND INVESTIGATE!

The Price

of the MONARCH Malleable Range during this SPECIAL SALE is unusual. It is your opportunity, so come in now and see complete line before buying. You will like the way the MONARCH cooks and bakes—your work will be made more pleasant and in every way you'll be thoroughly satisfied to own a



ED. LEIBLY & SONS HDWE.
Rice Lake, Wis.

Figure 2.—A Good Layout, but the Border Is Too Heavy. The Quotation of Prices Would Have Done a Great Deal of Good.

talk' (save the mark), will answer with confidence, whatever the price may be, and proceed to show me wherein the value lies?

"Or, do I like the shifty fellow who holds his cards close to his waistcoat and when I ask him the price, lets on he does not hear me, but puts on the 'tremolo stop' about my wife's heart, and the pride I should take in 'keeping up with the Joneses'? The only merchandise that I have ever seen sold successfully after this latter method is automobiles.

"You know the average auto sales talk goes something like this: 'Look at that finish. Isn't that a beautiful color? Look at the lines. Stream lines. See that upholstery? That's the color Miss Lotta Dough, the movie star, selected for her new Rolls Rough after her last divorce. It's all the rage now. Get in and feel how nice the springs are. Now let's take a ride.' Buzzzz, Buzzzz, Chugggg, Chugggg, and we're off. The only thing that remains to do is to write the check.

"Personally, I like the salesman who can 'show me,' who can appeal to my reason as well as my heart, my chest, my gizzard, or my lungs.

"Furthermore, during a long career as a retail salesman, I have noticed the women appreciate having intrinsic value brought to their attention, fully as much, if not more, than the men do. They spend, or rather invest, fully 75 per cent of the household money and, as a rule, are very conscientious in getting the best value for money expended. Such being the case, it is rare, indeed, in my experience, that I have failed to interest a good housewife, even after she has heard the price. Always provided, of course, that the merchandise has merit and I have knowledge of the fact.

"In conclusion, my advice to salesmen is: Have every stove, refrigerator, washing machine, or gas range marked in good, big, plain figures, on a nice, bright, attractive tag. Have them spick-and-span, and clean, above all things. Know all there is to know about them, and don't have a cut-and-dried sales talk.

Vary it, for your own sake, if nothing else.

"My opinion is that if you know your goods and are sold on them yourself, the price, or rather when you mention the price, cuts very little figure when making your sale."

It seems to me that Mr. Hussie hits the nail square on the head when he says that if a salesman is thoroughly sold himself on the range he is attempting to sell, he will be perfectly safe in stating, without evasion, the price at which it can be secured — whenever the prospect happens to ask what the range costs.

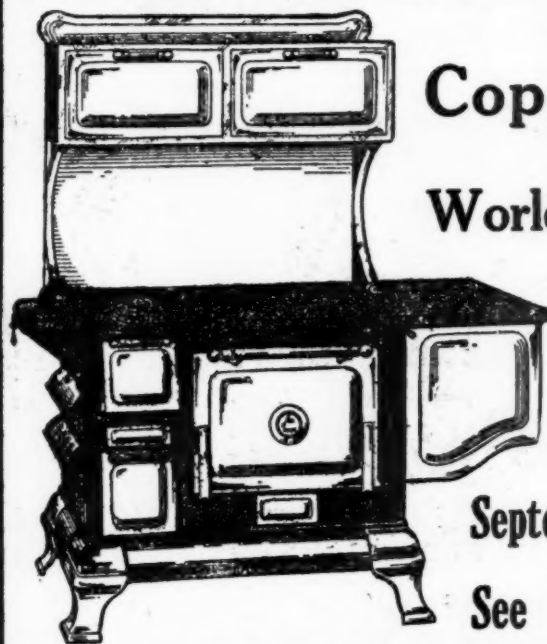
Don't take yourself so damned seriously.

Taplin-Rice-Clerkins New Stove and Furnace Plant Is Placed in Operation.

The new \$125,000 plant of the Taplin-Rice-Clerkin Company at Bettes Corners, in North Akron, Ohio, was opened on September 25th. This new factory has a capacity to employ upwards of 200 men, and was built to replace the furnace and stove plant of the Company destroyed by fire several months ago.

A suspicious employer is never popular with the people who work for him. If you are suspicious, conceal the fact carefully.

SPECIAL DEMONSTRATION!



OF THE
Copper Clad
THE
World's Greatest
RANGE

AT
OUR STORE

September 17-18-19

See Asbestos Sweat

Know why the pure sheet copper lining makes the Copper-Clad superior to any other range. See the Copper-Clad Crank heat a section of a range body and then see the beads of sweat on the iron body. Right before your eyes you see just what happens every time you build a fire in your range. You see why the Copper-Clad uses the sheet of pure copper and what it does and how it does it. You take nobody's word. You see! You know! You know how the many walls and air spaces of a thermos bottle hold the heat. You know that a house with a single wall is not as warm as a house with two walls and air space.

Then you can appreciate the fuel-saving feature of the Copper-Clad body made up of four walls and an air space. Come and have this wonderful Copper-Clad feature explained. See and know WHY the Copper-Clad IS best.

\$5.00 Worth of Silverware FREE!

"Free" means that this ware does not cost Copper-Clad buyers one cent. It is a reward for buying while the Copper-Clad Crank is here.

ABBOTT & SON, Inc.

Figure 3.—Advertisement Featuring the Special Demonstration and Free Offer of Silverware to Stimulate Trade.

Now Is the Time to Advertise Stoves and Ranges In Every Issue of Your Paper.

*Regular Advertising That Says Something Will
Bring Profitable Returns During Entire Year.*

IF EVER there was a time when stove merchants should spend money for newspaper and other forms of advertising—and there never was a time when it would not have been profitable for any stove merchant to do so—the present month and the next one certainly ought to witness a veritable flood of

pages, there is a very decided tendency toward improvement in stove advertising, although there are still too many advertisements that either say nothing or so very little that the money spent for the space they occupy is almost wasted.

Figure 1 is a decidedly fine example of good advertising—the text

or desire of women to do good cooking with the minimum of labor and attention, and is therefore certain to have a good effect.

The only suggestion for improvement we can make is that either a range of prices should have been indicated or a definite price quoted on some specific number.

This advertisement occupied a space of nine inches, three columns wide, in the *Despatch*, Huntington, West Virginia, and was inserted by Walter D. Davidson.

The three-column, 11-inch advertisement of Ed. Leibly & Sons' Hardware, Rice Lake, Wisconsin, which is reproduced in Figure 2, was used in the local papers and reprints were also mailed out.

Altogether, this is a very good example of rural city advertising, but—just between you and me—"Gothic" type and "mourning" borders ought to be banished from any print shop that does anything but "stud horse" advertising.

And let me emphasize this—there is no good reason why that "unusual" price on the Monarch malleable range should not be stated in the advertisement. Your competitors will know it almost the moment you have quoted it to a prospect, so if that is why it is left out, you gain nothing by doing so.

Figure 3 is a typical example of the way in which Abbott & Son, the well-known hardware firm at Marshalltown, seeks trade.

This advertisement contains several good features.

First, an invitation to see just how the Copper Clad malleable range is constructed and how it operates.

Second, an offer of five dollars' worth of silverware to induce a purchase during the demonstration period.

Third, a very clear "line" illustration. I have never been able to understand why stove manufacturers send halftone cuts to retail merchants who use them only in newspapers which usually are printed on a grade of paper that does not "take" halftones well. A good line cut is the proper thing to use unless

What's The Use of Waiting Until Cold Weather Comes When You'll Do Better Now?



Winter isn't far away. Early cold snaps are common occurrences, and it's better to be ready for them than to wish you were. Now's a good time to decide on the new stove you'll need this winter and have it installed ready for use.

You always get better selection when buying early, and we always have more time to do you a better job. It puts you ready for any kind of weather and we can fix the payments to suit your convenience. Buying now is all in your favor.

For more than 34 years, Doyle's Stoves have always given satisfaction. They are famous for quality, convenience and long life, yet they now cost no more than the ordinary kind. They are made by careful workmen. They are honest in weight and measurement. They are right up to the minute in style, beauty and finish.

Best of all, they are carefully fitted and easily controlled. They burn any fuel and deliver all the heat. They are fully equipped with every labor and fuel-saving device. They have a lot of carefully thought-out features not found on other stoves. Come in and let us tell you all about them—then you can be your own judge—right now!

Heating stoves, all sizes,
-----\$25.00 to \$74.00



Ranges of all kinds, including combinations in plain finish and grey and blue enamel, priced as low as-----\$34.00 to \$170.00

DOYLE FURNITURE
MAIN SEMINARY ST. GALESBURG, ILL.

Figure 4.—An Attractive Display, Featuring Preparedness. It Is a Good Will Building Advertisement.

stove advertising by retail merchants.

It is to be hoped, in this connection, that the crop of advertisements will be of a higher quality than that of former years. If it is, there will also be a far better yield, in the shape of more prospects and easier sales.

Judging from the samples of advertisements that are shown in these

layout undoubtedly furnished by the manufacturers of "Angliron" stoves. There is "tone" to this advertisement, and the story of how the Lorain oven heat regulator has helped to make cooking and baking easier is of real interest to the housewife. The recipe for the toothsome dish is a good feature, too.

The whole advertisement is a strong appeal to the natural instinct

a good grade of "book" paper or enameled stock is available.

This advertisement occupied $8\frac{3}{4}$ inches, three columns wide in the *Republican*, Marshalltown, Iowa.

The advertisement reproduced in Figure 4 is a "good will" advertisement and at the same time gives the reader an idea of the range of prices at which he can buy. There is a good argument for early buying in the statement about larger line and

Otherwise, the advertisement reproduced in Figure 5 is a good one, except that the only indication of price is that indefinite "at prices to suit you," which does not mean anything. There is plenty of room to say, for example, "12-inch firepot, \$22.75," or whatever the price may be, quoting the smallest and largest size in stock.

The Blattner Furniture Company, Fort Wayne, Indiana, used three

Display of Heating Stoves

The Famous NEW WONDER heating stove is now on display, come in look these wonderful fuel saving heaters over, pick out what you want and if you are not ready for it to be delivered we will gladly hold it for you for future delivery. Buy early and avoid the rush.

Heaters

Smoke is unconsumed Coal Gas. The NEW WONDER HOT BLAST burns all the gases, no smoke, no waste, you get by on one-half the fuel. This stove is the handsomest and most economical heater ever built. It is an excellent floor heater—will hold fire for 24 hours, burns slack as well as lump coal, without smoke—made of the best materials—built to last a lifetime and easy to operate. Truly the most wonderful heater on the market.



Heaters

These stoves are exactly as pictured in this ad, and can be furnished in any size you might want at prices to suit you. Do not wait until the snow begins to fly before you think of buying, come in now, pick out what you want, make us a small deposit and we will gladly hold it until cold weather is here, then all you will have to do is phone us and your stove will be delivered immediately. We sell on easy payments.

The Blattner Furniture Co.

1124 Calhoun Street

Main 1852

Opposite Cathedral

Figure 5.—Indication of Price Is Indefinite. Use of Superlatives Is Profuse.

being ready for the cold snap which comes on suddenly.

The display is excellent.

Doyle Furniture Company had this advertisement inserted in the *Register*, Galesburg, Illinois, where it occupied a space of $8\frac{3}{4}$ inches, four columns wide.

Superlatives are to be avoided. Instead of convincing the doubter they usually act the other way.

columns, 8 inches deep, for this advertisement in the *News* of that city.

In Figure 6, the Hoyt Hardware Company, Defiance, Ohio, present an argument which the furnace installer will not appreciate, but Hoyt's should worry.

"Small size" is not as clear as "24-inch top," or whatever the size may be.

Figure 7 is a reproduction of a

A Small HEATING STOVE

is an item of economy.
Don't start your furnace too early.

HOYT Co.
ARDWARE
Phone 109

Complete line of stoves

Figure 6.—Prices Could Have Been Given to Good Advantage.

three-column advertisement, $9\frac{1}{2}$ inches deep, which appeared in the *Indianapolis News* and was inserted by the World's Fair Furniture Company of that city.

So far as display is concerned, there is no criticism to make; the three-time reduction proves that.

This advertisement occupied $3\frac{3}{4}$ inches, single column, in the *Defiance News*.

Heating Stoves

New and
Rebuilt

Only \$1.00 Weekly

Liberal Allowance
for Your Old Stove



Two-Hole
(Small Size)
Laundry Stove

\$2.98

SPECIAL SALE in Our
Wall Paper Dept. Saturday



**WORLD'S FAIR
Furniture Co.** 327-329 W. Wash. St.

Figure 7.—Weekly Payment Basis Should Not Be Encouraged.

Stove and Hardware Business Started in 1859 Grows to Become Large Neighborhood Store.

Henry Schaab Built Well and Son and Grandson Are Following in His Footsteps Making Money on Stoves and Ranges.

SIXTY-FOUR years is quite a span of time, but it is just sixty-four years since Henry Schaab opened his hardware and stove store in the Southern section of St. Louis, Missouri, and today it is managed by his son and grandson, Frank L. and Frank J. Schaab, under the name of the Frank L. Schaab Stove and Furniture Company.

The picture on this page shows the front of the original store, while that on the next page gives a view of the very handsome building which the Company built this year and is now occupying. In the old days merchants made a practice of displaying their wares on the sidewalk before their stores, and the first picture shows several heating and cooking stoves in use in the sixties.

At the time Mr. Schaab started in business St. Louis was not a giant among cities. In fact, it was a small city and Mr. Schaab's location was well toward the limits of the South Side. This fact testifies to Mr. Schaab's faith in the ultimate growth of the city and to his vision that foresaw the future upbuilding of that part of town where he was located.

Mr. Henry Schaab conducted the business on excellent business principles and each year under his management saw a gradual increase in sales. When the Quick Meal Stove Company Division first began the manufacture of gasoline stoves in 1881, Mr. Schaab saw the great possibilities for the future growth of this business and secured the agency for the line. He was eminently successful in selling these stoves as long as gasoline was the popular fuel for cooking. With the increasing use of gas, however, due to its greater convenience, safety and cleanliness, the demand for

gasoline stoves gradually died out. Mr. Schaab immediately secured the agency for Quick Meal gas ranges as soon as they were marketed.

The success that he had attained with the Quick Meal gasoline stoves was repeated in even greater measure with the same brand of gas ranges. Henry Schaab, however, did not live to see the inception of the Red Wheel. He con-

ness show a remarkable increase in volume. Soon a warehouse was necessary. This was built at the rear of the store. A few years later more room was needed and the building next door was acquired. This was greatly improved and added to the business.

In 1916 Frank Schaab incorporated his business under the name of the Frank L. Schaab Stove Company and added as a new member of the firm, B. F. Becker. The third generation of the Schaab family became associated with the business in 1922, when Frank J. Schaab became an employe in his father's firm. Up to this time

Frank L. Schaab had conducted the only exclusive stove store in St. Louis, but seeing the bigger opportunities that would come with enlarging his retail activities, he added furniture to his business last spring. At the same time he changed the name of the concern to Frank L. Schaab Stove and Furniture Company.

This addition of furniture made larger quarters necessary, so this summer a handsome two-story block was erected to take care of the enlarged business. This structure is now in active use. The view here gives a good idea of its attractive appearance.

When American Stove Company adopted the Lorain Regulator, Frank Schaab was among the first to see its great possibilities, and he became a staunch Lorain booster. The sales of Red Wheel gas ranges by the firm have increased from year to year, until today they enjoy a most substantial business in Lorain-equipped Quick Meal gas ranges.



Original Store of Henry Schaab, continued active in the business until his death in December, 1892, when his youngest son, Frank L. Schaab, took over the ownership.

Like his father before him, Frank Schaab is a man of clear vision, possesses a pleasing personality and an excellent reputation wherever he is known. Also like his father, the new owner had great faith in the growth of the South Side of St. Louis. He immediately introduced new ideas into the business, worked with enviable zeal and was rewarded by having his busi-

The Discount You Fail to Take Would Pay for Many Things.

How many merchants have ever taken the time and trouble to figure out just how much money they would save in the course of a year's time by discounting all of their bills with the jobbers and manufacturers

from whom they buy? That is, of making it an invariable rule to practice the short term credit policy, and to take advantage invariably of whatever discounts jobbers or manufacturers may allow for payment of their bills in ten or thirty days, as the case may be. To pocket, as it were, that little two per cent or three per cent saving you are permitted to deduct for prompt payment.

Probably not many merchants have ever stopped to figure this out, for at first thought it hardly seems that a sufficient amount would be saved to worry about. Two per

2 per cent in 10 days, net in 30 days: 36 per cent per year.

3 per cent in 10 days, net in 30 days: 54 per cent per year.

3 per cent for cash, net in 30 days: 36 per cent per year.

5 per cent in 10 days, net in 30 days: 108 per cent per year.

2 per cent in 10 days, net in 60 days: 144 per cent per year.

3 per cent in 10 days, net in 60 days: 216 per cent per year.

2 per cent in 30 days, net in 60 days: 24 per cent per year.

5 per cent in 30 days, net in 60 days: 36 per cent per year.



New Modern Store Occupied This Summer by Son and Grandson of Founder of Business.

cent doesn't sound very big. However, as you will discover on inspecting the table below—or if you prefer by figuring the matter out yourself—the amount saved in the course of a year's time is not only something worth worrying about, but really presents quite a good-sized figure when all discounts are taken advantage of, and the sum total saved is counted up.

A merchant in Atlanta who, by the way, practices this policy at all times, recently compiled a table showing just exactly what his saving actually amounted to in annual percentages, using the most common discount allowances that prevail in the business world. Here's the table:

1 per cent in 10 days, net in 30 days: 18 per cent per year.

All of the above represent bona fide figures of the saving that actually results when this policy is employed, and all bills are discounted from month to month through the year.

The most common allowance, perhaps, is 2 per cent in 10 days, net in 30 days; and as will be seen, this discount if taken advantage of amounts to an annual saving of 36 per cent. But many jobbers and manufacturers make an even more liberal allowance than this, so it is always worth while to take advantage of every discount.

Are you positive that every store department, every line of goods you carry, pays you a profit? Investigation in this direction may offer a surprise.

How Much Do You Pay for Each Customer That Enters Your Store?

It costs you money to get a customer into the store—for lawdy's sake make him glad he's there when he comes. Some folks will ask how comes that statement that it costs a retailer money to get a customer to enter his store—he does not give a customer anything for coming? Correct—he doesn't pay a customer a cent for making the trip.

But he pays rent, light, clerk hire and a dozen other bills to provide a set-up to encourage the customer to come and spend his money with him instead of with some one else.

If he didn't lay out this money—provide this set-up—the customer wouldn't come.

If his daily expenses for all the things enumerated are, say \$25 and 200 customers enter his store in a single day, each customer costs him twelve and one-half cents.

If only 100 came in, each has cost him an average of 25 cents.

The fewer who come into the store the higher the cost per capita, and the more that come in the lower per capita cost.

Be a Booster and You Will Be a Getter.

Be a booster—like a rooster—always crowing loud and long; keep a yelling what you're selling—put some pepper in your song. If you're tired, go get fired—hunt a job you think will suit you. Be a getter—times are better for the man who packs a smile; take your licking or quit kicking—dig right in and make your pile. The war is over and there's clover in the pastures all round; it's not waiting or debating, but making hay out of the ground. Watch it growing—always showing lots of blossoms—it's alive. If you're a dead one, go use a lead gun—drones ain't wanted in this hive. Be a doing—quit your stewing, get a move on, grab some kale; don't let your head get feeling dead yet—sweat and smile and you can't fail.

It is not always easy to apologize, but it pays.

Your Advertisements Are the Means of Bringing Your Goods Before the Eye of Prospective Customers.

Make Your Advertisements Contain a Candid Report of Advantages Patrons Can Secure by Trading at Your Store.

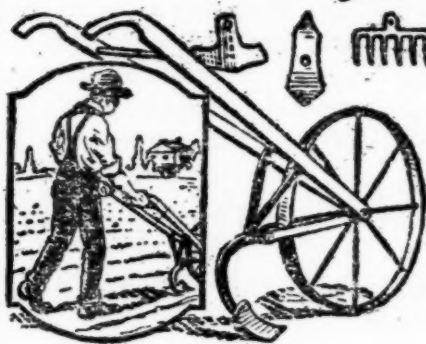
Getting down to brass tacks is like getting ready for the spring planting to the farmer. This advertisement is extremely well arranged. Its object is to vividly impress upon

which assists in calling to mind the need for staples.

Prices are plainly marked, so that there can be no doubt regarding the genuineness of the offer.

store of the Balfour Hardware Company, Savannah, Georgia, this winter. The Balfour Hardware Company knows when the ice cream season ends—even in the comparatively mild climate of Savannah—and it is proceeding to get rid of

Get Ready for Spring



Hand Garden Plow

Will lighten your work and do it much quicker



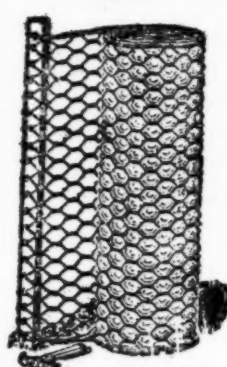
A Good Full Rodded Step Ladder

One you will be perfectly safe in using
Per Foot, 70c



Garden Fork \$1 to \$2

Garden Rakes 70c to \$1.50
Garden Spades \$1.50
Lawn Rakes 75c to \$1.35
Garden Hoes 50c to \$1.00
Wheelbarrows \$4.50 to \$8.75



P
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G

One and 2 inch mesh, 1 ft. to 6 ft. high. We also have a Heavy Netting, Lawn Fence, Trellis Wire.

Lawn and Garden Seeds and Fertilizer

INCUB-
ATORS

HOFFERKAMP BROS.
627 East Adams Street

ELECTRIC
WASHERS

the prospective customer the uses for each article displayed. As for instance, at the side of the step ladder is placed a picture with hangers ready to be put into place upon the wall. At the side of the roll of poultry netting we see a hammer

The advertisement ran in the Springfield, Illinois, *Register*. The illustrations are well chosen and doubtless produced good results.

* * *

Ice cream freezers are going to take up no valuable space in the

EXTRA SPECIALS FOR TO-DAY

\$1.50 Winchester Hammer 69c and \$1.50 Galvanized Ice Cream Freezer 98c

Don't fail to visit our store before our big sale closes next Monday, Sept. 25th.

We have some great bargains for you.

BALFOUR HARDWARE CO.

Phone 189. 112 Broughton St., West

extra stock by cutting the cost from \$1.15 to 98 cents. As another leader, it is closing out a standard hammer at almost half price. The ad, which measures just 3 inches, is a good one, telling all that is necessary, and no more.

* * *

Efficient Window Advertising Builds Profitable Trade.

Say what you like about chain stores—you've got to admit they're real merchants.

It wasn't the success of the chain stores that made their merchandising policy.

It was their merchandising policy that made their success.

And the main feature of their merchandising policy is to make the most of their opportunities to display the goods they have to sell—both in their windows and inside the store.

Slight Upward Movement in Agricultural Prices; Building Construction Continues to Decline.

No Basic Economic Weakness Shown—Domestic Buying Non-Ferrous Light—Copper Weak—Other Metals Have Easy Tendency.

THE trend of wholesale prices, which has been gradually downward since May, took a decided upturn in September, it was shown in statistics compiled by the United States Department of Labor. An advance of nearly $2\frac{3}{4}$ per cent was indicated in a compilation which included 404 commodities.

Cloths and clothing showed the greatest increase, registering an advance of $4\frac{1}{2}$ per cent.

Advances in the farm products group averaged $3\frac{1}{2}$ per cent. A net increase of $3\frac{1}{2}$ per cent also was shown for the food group.

A net decrease of more than 2 per cent was shown in building materials.

As compared with a year ago, measured by the same figures, general prices were shown to have risen slightly more than one-half of 1 per cent.

Copper prices have shrunk to the lowest level in two years, New England cotton mills are curtailing, and the petroleum industry is passing through more reductions in crude oil prices.

In Europe the situation is puzzling, though Germany seems to be getting herself in hand. Meanwhile preliminary negotiations are re-starting some of the industries in the Ruhr, and Germany is getting some of the Japanese steel orders.

The mathematical madness of the German mark, exhibited by a flight to six billion for one dollar, means nothing save the certainty of ultimate repudiation.

Copper.

Weakness in the copper market has been the dominant feature of the nonferrous metals in the past week, though other metal prices have had an easy tendency.

Domestic buying of metals has been light and though shipments

continue heavy, the markets have been sluggish.

With the decline in Electrolytic copper prices to 12.75 cents, delivered Connecticut, all the allied products for which Electrolytic serves as a market base, such as lake, casting, composition ingot, copper and brass rolled and drawn products and scrap have declined to new low levels for 1923.

Shipments of refined copper in September were 160,000,000 pounds, against 205,000,000 pounds in August, while production was maintained at about 200,000,000 pounds. In consequence there was an increase in stocks of about 40,000,000 pounds, news of which further depressed the trade's confidence.

The price, however, has been sufficiently low to be attractive to some large buyers, for example Western Electric Company, which recently purchased upward of 20,000,000 pounds at 13 cents.

Tin

The tin market is easier on large shipments from the Straits. The prices on all grades are $\frac{1}{8}$ cent lower.

In the New York market the prices are approximately $\frac{1}{8}$ cent lower at 41.50 cents for Straits for prompt and October deliveries and 41.12½ cents for November, December or January. This price for futures is below the importers' limits and the fact that all demands are being supplied by local sellers testifies to the dull condition of business.

Many of the operators are doing practically nothing because they do not care to buy and because they consider that the price in New York is too low in comparison with London and Singapore to sell.

Zinc.

Zinc prices eased off in the absence of pronounced domestic buying and no export sales, but today both London and St. Louis were strong.

The September statistics of the American Zinc Institute showed a decrease in smelters' stocks of slab zinc amounting to 3,578 tons, but this was enabled by export shipments of 8,167 tons, showing the continued dependence of the American market upon an export outlet for excess production.

Production was 39,105 tons, against 41,625 in August; shipments were 42,683 tons, against 36,394 in August.

The premium on brass special has decreased to five to 10 points, as brass mills have been buying little more zinc than copper.

Quotations East St. Louis are: Prompt, 6.30 cents; October, 6.30 cents; November, 6.30 cents; December, 6.27½ to 6.32½ cents.

Lead.

The lead market eased a little, to 6.60 cents, East St. Louis, which price was done for carlots for middle western delivery.

The outside market in the east has receded on tonnage business to about the price quoted by the American Smelting & Refining Company on its regular contract business, 6.85 cents New York.

Statistically, lead is in a strong position and domestic production continues to be augmented by lead originating in Mexican ores smelted in bond in this country, and taking a duty of $1\frac{1}{2}$ cents a pound.

Quotations for prompt St. Louis are: 6.57½ to 6.62½ cents. October and November are the same as prompt.



Home of Mr. M. Mark
Gedney Way, White Plains, N. Y.

Copper, the Ideal Roof

Here is by all odds the most beautiful roof you will see in a day's travel anywhere. It is a standing seam Copper job on the house of Mr. M. Mark, on Gedney Way, White Plains, N. Y. The Copper has taken on its permanent, soft green coloring and shows to splendid advantage.

By emphasizing the individuality of this type of roof, you can without doubt sell more standing seam Copper jobs than you ever sold before.

People know that Copper is the cheapest high-grade roof—will last as long as the building without painting for either decoration or protection. *That* you don't have to sell. But remind them also that the roof of Copper is as distinctive as it is beautiful and permanent.

When next your advice is asked concerning a suitable roof, bear in mind Copper's happy combination of endurance, beauty and distinction.

To help you sell the idea of the beauty of the Copper roof together with its unquestioned freedom from expensive repairs, we have prepared a booklet, "Copper, the Ideal Roof." As many copies as you want for the asking. Imprinted with your name. Send them to your customers and your friends in the building business.

COPPER & BRASS RESEARCH ASSOCIATION

25 Broadway - New York

Solder.

Chicago warehouse prices on solder are as follows: Warranted, 50-50, \$27.50; Commercial, 45-55, \$26.55, and Plumbers', \$25.50, all per 100 pounds.

Nails and Wire.

With inventory time approaching and with the urge to keep stocks down, jobbers are restricting their buying of wire to immediate requirements. These, however, apparently are slightly heavier and a perceptible increase in buying is seen. Prices are unchanged.

Tin Plate.

The best guess that can be made is that the tin plate mills of the country, taken as a whole, are now running at fully 85 per cent of the theoretical 100 per cent, on the basis of the total number of mills working sixteen turns a week. This represents the highest percentage since last May, and by an exact and full showing it might be that it is the highest since early in February.

There has been only a slight increase in operation in the past two or three weeks, but that is enough to affect the comparison as the fluctuations in operation have been slight all this year.

To stimulate early buying the mills may offer \$5.50 tin plate for a time and then advance to \$5.75, either for the remainder of the first quarter, or for this second quarter. All talk on this subject is necessarily conjecture as not even a tentative decision can possibly have been reached.

Old Metals.

Wholesale quotations in the Chicago district, which should be considered as nominal, are as follows: Old steel axles, \$17.00 to \$17.50; old iron axles, \$25.00 to \$25.50; steel springs, \$18.50 to \$19.00; No. 1 wrought iron, \$13.50 to \$14.00; No. 1 cast, \$16.75 to \$17.25, all per net tons. Prices for non-ferrous metals are quoted as follows, per pounds: Light copper, 9 cents; light brass, 5 cents; lead 4¼ cents; zinc, 3½ cents, and cast aluminum, 15 cents.

Sheets.

The decrease in sheet buying some time ago was so great that there has been no occasion for further diminution of activity in the past week or two, and the recent volume of activity is being maintained if indeed there has not been some increase in the past few days.

It is now fair to quote the black sheet market as a whole at 3.75 cents to 3.85 cents. Hitherto it has been quotable at 3.85 cents with

more or less shading, the 3.85 cents being easily the dominant figure.

Several large independents are adhering to the 3.85 cent figure, and they are making some sales.

The majority of the smaller independents are willing to sell at 3.75 cents, finding it necessary to do this in order to get business.

In point of number of sellers, there are of course more at 3.75 cents than at 3.85 cents but in point of tonnage turnover the division may be more nearly half and half.

Pig Iron Markets Weak at All Points; Most Sales for Spot Shipment; Production Further Curtailed

Prices Are from 50c to \$1 Lower—Chicago from \$25.50 to \$26 — No Improvement in Birmingham Market.

PIG iron prices have slipped again and are 50 cents to \$1 lower.

Some southern sellers will do \$20 Birmingham. The low stage of prices appears to be becoming more attractive to buyers for forward delivery and a number of inquiries for first quarter and first half have appeared. Some first quarter sales were made in lake territory this week on the same price basis as last quarter.

Japanese buying of steel especially in sheets is going ahead on a heavy basis. New York reports 15,000 to 20,000 tons of additional business in light gage black sheets closed this week. At Chicago 3,000 tons of sheets and bars was placed this week. Japanese inquiries current call for 50,000 kegs of spikes and much miscellaneous material.

While carload lots of pig iron command \$26, Chicago furnace, larger lots for the past week have gone at \$25.50. This price is weak and rumors of \$25, furnace, for standard iron have been heard.

The quotations appear representative at \$25.50 to \$26.

Volume of sales is unchanged, with numerous lots of 200 to 300 tons. A Michigan melter has taken 500 tons of malleable and another has bought 550 tons of foundry iron.

While shipments are in good vol-

ume melters are keeping stocks down to two or three weeks supply.

Apparently some southern iron is being offered at \$20, Birmingham, and some off iron even lower. The quotations appear representative at \$21, Birmingham.

The pig iron market in the South shows no improvement.

Sales are below production and though quotations are uncertain, furnace interests there insist that \$24 per ton for No. 2 foundry is the base for southern sales, while competition in the Middle West is met with a \$21 base and \$20 is rumored.

Southern furnaces have no inquiry for 1924 needs.

Further, curtailment of production is still intimated. It was generally understood that two more blast furnaces would be blown out this month. Present active furnaces number 21.

Local melt of pig iron shows no sign of immediate improvement and a slight falling off is noted. Makers of pressure pipe, radiators and stoves are operating at capacity and all have a fair supply of iron on hand.

What is a boomerang? It is a bargain that is not a bargain for anyone but the seller.



Illustrations show elbows of all angles from 10 to 90°. Note how close each cluster of elbows hugs the walls.

Use short angle elbows to get around sills, cornice mouldings and all other projections, thus preventing the commonly known soldered break in the pipe.

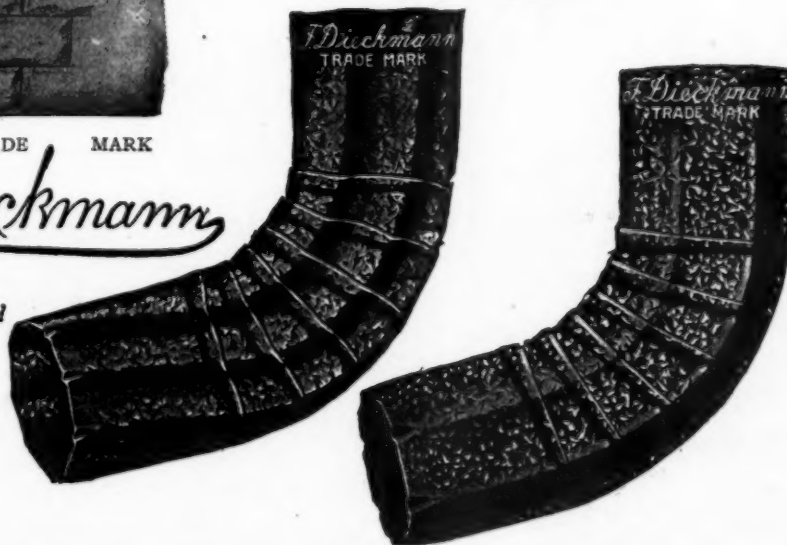
By using combinations of this kind, soldering is not necessary as elbows fit into each other very snug and the small opening at the joints will permit sewer gases to escape, thus increasing the life of the entire spout.

These elbows are made in all designs and your dimensions can be arranged right on the job.



TRADE MARK
F. Dieckmann

This Emblem of Quality is stamped in each.



THE FERDINAND DIECKMANN COMPANY
P. O. Station B Cincinnati, Ohio

Current Hardware and Metal Prices.

AMERICAN ARTISAN AND HARDWARE RECORD is the only publication containing Western Hardware and Metal prices corrected weekly.

METALS

FIG IRON.

Chicago Foundry..	25 50 to 26 00
Southern Fdy. No.	
2	26 01 to 27 01
Lake Sup. Char-	
coal	30.04
Malleable	25 50 to 26 00

FIRST QUALITY BRIGHT TIN PLATES.

	Per Box
IC 14x20 112 sheets	\$12 45
IX 14x20	14 05
IXX 14x20 56 sheets	17 57
IXXX 14x20	18 12
IC 14x20 112 sheets	18 65
IX 14x20	27 50
IXX 20x28 56 sheets	16 15
IXXX 20x28	17 20
IC 20x28	18 25

TERNE PLATES.

	Per Box
IC 20x28, 40-lb. 112 sheets	\$25 60
IX 20x28, 40-lb.	23 50
IC 20x28, 30-lb.	21 80
IX 20x28, 30-lb.	24 70
IC 20x28, 25-lb.	20 80
IX 20x28, 25-lb.	23 70
IC 20x28, 20-lb.	18 80
IX 20x28, 20-lb.	21 15
IC 20x28, 15-lb.	17 05
IX 20x28, 15-lb.	15 75
IC 20x28, 8-lb.	14 05

COKE PLATES.

Cokes, 80 lbs. base, 20x28	\$14 05
Cokes, 90 lbs. base, 20x28	14 20
Cokes, 100 lbs. base, 20x28	14 45
Cokes, 147 lbs. base, IC	
20x28	15 10
Cokes, 135 lbs. base, IX	
20x28	17 15
Cokes, 155 lbs. base, 56 sheets	9 30
Cokes, 175 lbs. base, 56 sheets	10 10
Cokes, 195 lbs. base, 56 sheets	10 35

BLUE ANNEALED SHEETS.

Base	per 100 lbs. \$4 00
------	---------------------

ONE PASS COLD ROLLED BLACK.

No. 18-20	per 100 lbs. \$5 00
No. 22-24	per 100 lbs. 5 05
No. 26	per 100 lbs. 5 10
No. 27	per 100 lbs. 5 15
No. 28	per 100 lbs. 5 20
No. 29	per 100 lbs. 5 30

GALVANIZED.

No. 18	per 100 lbs. \$5 60
No. 18-20	per 100 lbs. 5 75
No. 22-24	per 100 lbs. 5 80
No. 26	per 100 lbs. 6 05
No. 27	per 100 lbs. 6 20
No. 28	per 100 lbs. 6 35
No. 29	per 100 lbs. 6 35

BAR SOLDER.

Warranted.	
50-50	per 100 lbs. \$27 50
Commercial.	
45-55	per 100 lbs. 26 55
Plumbers	per 100 lbs. 25 50

ZINC.

In Slabs	6 40
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SHEET ZINC.

Cask lots, stock, 100 lbs.	11 00
Less than cask lots, 100 lbs.	11 50

BRASS.

Sheets, Chicago base	21c
Mill Base	18c
Tubing, brazed, base	26c
Wire, base	18 1/2c

COPPER.

Sheets, Chicago, base	21c
Mill base	20 1/2c
Tubing, seamless, base	22 1/2c
Wire, No. 9 & 10 B. & S. Ga.	
	20 1/2c
Wire, No. 11, B. & S. Ga.	20 1/2c

LEAD.

American Pig	6 57 1/4
Bar	7 57 1/4
Sheet.	
Full Coils	per 100 lbs. 10 75
Cut Coils	per 100 lbs. 11 75

TIN.

Pig Tin	per 100 lbs. 42 1/2c
Bar Tin	per 100 lbs. 44 1/2c

HARDWARE, SHEET METAL SUPPLIES, WARM AIR HEATER FITTINGS AND ACCESSORIES.

ADZES.

Coopers'.	
Barton's	Net
White's	Net

AMMUNITION.

Shells, Loaded, Peters.	
Loaded with Black Powder 18%	
Loaded with Smokeless Powder	18%
Winchester.	
Smokeless Repeater	
Grade	20 & 4%
Smokeless Leader	20 & 4%
Grade	20 & 4%
Black Powder	20 & 4%
U. M. C.	
Nitro Club	20 & 4%
Arrow	20 & 4%
New Club	20 & 4%
Gun Wads—per 1000.	
Winchester 7-8 gauge 10 7/8%	
" 9-10 gauge 10 7/8%	
" 11-12 gauge 10 7/8%	

ASBESTOS.

Paper up to 1/16	6c per lb.
Rollboard	6 1/2c per lb.
Millboard 3/32 to 1/2	6c per lb.
Corrugated Paper (350 sq. ft. to roll)	\$5.00 per roll

AUGERS.

Boring Machine	40 & 10%
Carpenter's Nut	50%
Hollow.	
Stearns, No. 4, doz.	\$11 50
Post Hole.	
Iwan's Post Hole and Well	35%
Vaughan's, 4 to 9 in.	\$15 60

AXES.

First Quality, Single Bitted (unhandled, 3 to 4 lb., per doz.	\$14 00
Good Quality, Single Bitted, same weight, per doz.	13 00

BAR, CROW.

Steel, 4 ft., 10 lb.	\$ 80
Steel, 5 ft., 18 lb.	1 40
Pinch bars.	
5 1/2 ft., 24 lb.	1 60

BARS, WRECKING.

V. & B. No. 12	\$0 34
V. & B. No. 24	0 42
V. & B. No. 32	0 57
V. & B. No. 36	0 48
V. & B. No. 38	0 63

BITS.

All Vaughan and Bushnell.	
Screw Driver, No. 30, each	\$ 27
Screw Driver, No. 1, each	16
Reamer, No. 80, each	41
Reamer, No. 100, each	41
Countersink, No. 13, each	20
Countersink, Nos. 14-15 each	27

BLADES, SAW.

Wood.	
Atkins 30-in.	
Nos.	6 40 26
	\$3 90 \$9 45 \$5 40

BLOCKS.

Wooden	45%
Patent	45%

BLOW TORCHES (See Firepots).

BOARDS.

	Per Doz.
Stove.	
Crystal, 33"	23 90
Wash.	
No. 760, Banner Globe (single)	per doz. \$5 25
No. 652, Banner Globe (single)	per doz. 6 75
No. 801, Brass King	per doz. 8 25
No. 860, Single—Plain	per doz. 6 25
Pump	

BOLTS.

Carriage, Machine, etc.	
Carriage, cut thread, 1/2x6 and sizes smaller and shorter	50-5%
Carriage sizes, larger and smaller and shorter	40-10%
Machine, 1/2x4 and sizes smaller and shorter	50-10%
Machine, sizes larger and longer than 1/2x4	50-2 1/2%
Stove	70-5%

BRACES, RATCHET.

V. & B. No. 444 8 in.	\$4 54
V. & B. No. 223 8 in.	3 89
V. & B. No. 111 8 in.	3 55
V. & B. No. 11 8 in.	3 02

BRUSHES.

Hot Air Pipe Cleaning.	
Bristle, with handle, each	\$0 85
Flue Cleaning.	
Steel Only, each	\$1 25

BURRS.

Copper Burrs only	40%
-------------------	-----

BUTTS.

Steel, antique copper or dull brass finish—case lots—3 1/2x3 1/2—per dozen pairs	\$3 48
4x4	4 74

Heavy Bevel steel inside sets, case lots—	
per dozen sets	\$ 8 00
Steel bit keyed front door sets, each	2 00
Wrought brass bit keyed front door sets, each	4 00
Cylinder front door sets, each	8 50

CEMENT, FURNACE.

American Seal, 5 lb. cans, net	\$ 45
" 10 lb. cans, "	90
" 25 lb. cans, "	2 00
Asbestos, 5 lb. cans	45
Pecora	per 100 lbs. 7 61

CHAINS.

Sher. Steel Safety Chain.	
500-ft. coil, per ft.	.02
100 to 500 ft., per ft.	.02 1/2
Less than 100 ft., per ft.	.03
Iron Jack Chain.	
Box (12 yds.)	45

CHIMNEY TOPS.

Iwan's Complete Rev. & Vent.	30%
Iwan's Iron Mountain only.	35%
Standard	30 to 40%

CHISELS.

Cold.	
V. & B. No. 25, 1/4 in., each	\$0 26
V. & B. No. 25, 1/2 in., each	41
Diamond Point.	
V. & B. No. 55, 1/4 in.	0 21
V. & B. No. 55, 1/2 in.	0 43

FIRMER BEVELLED

Round Nose.	
V. & B. No. 65, 1/4 in.	0 29
V. & B. No. 65, 1/2 in.	0 40

SOCKET FIRMER.

V. & B. No. 50, 1/4 in.	0 31
V. & B. No. 50, 1/2 in.	0 57

CHUCKS, DRILL.

Goodell's, for Goodell's Screw Drivers	List less 35-40%
Yankee, for Yankee Screw Drivers	\$6 00

CLAMPS.

Adjustable.	
No. 100, Door (Stearns)	doz. \$22 00
Carpenters'.	
Steel Bar	List price plus 20%

Hose.	
Sherman's brass, 1/4-inch	per doz. \$0 48
Double, brass, 1/4-inch, per doz.	1 20

CLINKER TONGS

Front Rank, each	\$1 75
Per doz.	1 85

CLIPS.

Damper.	
Acme, with tail pieces,	per doz. \$1 31
Non Rivet tail pieces,	per doz. 31

COPPERS—Soldering. Pointed Roofing.

3 lb. and heavier	per lb. 40c
2 1/2 lb.	45c
2 lb.	45c
1 1/2 lb.	55c
1 lb.	60c

CORD.

No. 7 Std. per doz. banks	\$10 35
No. 8	12 00

CORNICE BRAKES.

Chicago Steel Bending.	
Nos. 1 to 6 B.	10%

COUPLINGS, ROSE.

Brass	per doz. \$2 31
-------	-----------------

CUT-OFFS

Kuehn's Korrekt Kutoffs:	
Galv., plain, round or cor. rd.	
Standard gauge	40%
26 gauge	10%

DAMPERS.

"Yankee" Hot Air.	
7 inch, each 20c, doz.	\$1 75
8 " " 25c, " "	2 40
9 " " 30c, " "	2 75
10 " " 32c, " "	3 00

Smoke Pipe.	
7 inch, each	\$ 35
8 " " "	40
9 " " "	50
10 " " "	60
12 " " "	80

Reversible Check.	
3 inch, each	\$1 50
9 " " "	1 70

DIGGERS.

Post Hole.	
Iwan's Split Handle (Eureka)	
4-ft. Handle	per doz. \$14 00
7-ft. Handle	per doz. 36 00
Iwan's Hercules pattern,	
per doz.	14 90

DRILLS.

V. & B. Star, 12-inch Length.	
1/4, 5/16 and 3/8, each	35
1/2, each	38
1, each	41
1 1/2, each	44
V. & B. Star, 18-inch Length.	
5/16 and 3/8, each	33
1/2, each	45
1, each	48
1 1/2, each	1 05

EAVES TROUGH.

Milcor	
Galv. Crimpedge, crated	75%

ELBOWS—Conductor Pipe.

Milcor	
Galv., plain or corrugated, round flat.	
Crimp. Std. gauge	65%
26 Gauge Std. gauge	40%
24 Gauge Std. gauge	10%

Square Corrugated.	
Milcor	
Standard gauge	45%
26 gauge	30%

Fertico Elbows.

Standard Gauge Conductor Pipe.	
plain or corrugated.	
Not nested	70 & 5%
Nested solid	70 & 5%

ELBOWS—Steve Pipe.

1-piece Corrugated. Uniform.	Doz.
5-inch	\$1 45
6-inch	1 60
7-inch	2 10
Special Corrugated.	Doz.
6-inch	\$1 45
7-inch	1 75

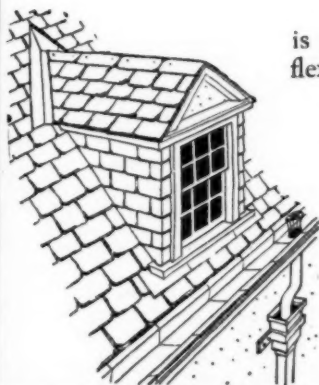


"A Chain is as Strong as its Weakest Link"

THE material to be used for such small items as valleys, gutters and flashings, is too often given scant consideration, and yet, no matter what material is used for the roof proper, the complete roof will only be as strong as its valleys and gutters.



TARGET AND ARROW Look for this Trade Mark on every Sheet ROOFING TIN



is the ideal valley, gutter and flashing material—light, strong, flexible, it can be finished in any desired color.

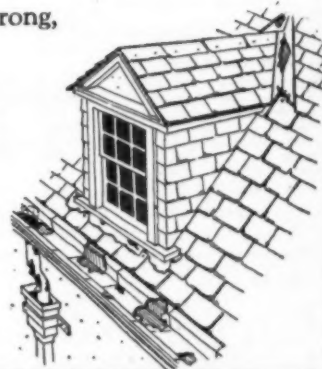
Do not be misled by unsupported claims and similar appearances, for although there are innumerable copies of Target and Arrow on the market today, the genuine is easily identified by the trade name and trade mark shown above.

N. & G. TAYLOR CO.

Offices: Philadelphia, Pa.

Mills: Cumberland, Md.

Established 1810



IN MEMORY

Memorial Monuments
Write for Prices and
Illustrations
Gerock Bros. Mfg. Co.
Sheet Metal Ornaments
and
STATUARY
1252 So. Vandeventer Ave.
St. Louis, Mo., U. S. A.

The Best Eaves Trough
Miter in the
World

Ask
your Jobber for
CHAMPION MITERS & ENDS
all Dependable Products

CHAMPION
PRODUCTS

BRADEN MFG. CO. TERRE HAUTE
INDIANA

**"As Soft as
an
INLAND
SHEET"**

The Sheet Metal Shop's
**Standard
of
Comparison**

INLAND STEEL COMPANY
38 South Dearborn St., Chicago
Works:
Indiana Harbor, Ind.
Chicago Heights, Ill.
Branch Offices:
Milwaukee St. Louis
St. Paul

Uniform, Collar Adjustable.	
6-inch	22 00
8-inch	2 10
7-inch	2 00

WOOD FACES—50% off list.

FENCE.	
Field Fence	60%
Lawn	53%

FILES AND RASPS.	
Heller's (Am-lean)	65-5%
American	65-5%
Arcade	60 & 10%
Black Diamond	60-5%
Eagle	60-10%
Great Western	60 & 10%
Kearney & Foot	60 & 10%
McClellan	60 & 10%
Nicholson	50-14%
Simonds	60%

FIRE POTS.

Ashton Mfg. Co.	
Complete line	
Firepots and Torches	52%

Otto Bernz Co.	
No. 1 Furn. Gasolene with large shield, 1 gal.	\$ 6 75
No. 2 Furn. Kerosene, 1 gal.	15 12
No. 10 Brazier, Kerosene or Gasolene, 10 gals.	47 52
No. 5 Torch, Gasolene or Kerosene, 1 pt.	7 92
No. 33 Torch, Gasolene, 1 quart	5 40
No. 86 Torch, Gasolene, 1 pt.	4 05

Clayton & Lambert's.
East of west boundary line of Province of Manitoba, Canada, No. Dakota, So. Dakota, Nebraska, Kansas, Oklahoma, Amarillo, San Angelo and Laredo, Texas.
West of above boundary line. 48%

Geo. W. Diener Mfg. Co.	
No. 63 Gasolene Torch, 1 qt.	\$ 4 55
No. 6250, Kerosene or Gasolene Torch, 1 qt.	7 50
No. 10 Tinnert's Furn. Square tank, 1 gal.	12 60
No. 15 Tinnert's Furn. Round tank, 1 gal.	13 00
No. 21 Gas Soldering Furnace	3 60
No. 119 Automatic Gas Soldering Furnace	10 50

Double Blast Mfg. Co.	
Gasolene, Nos. 25 and 35.	60%
Quick Meal Stove Co.	
Vesuvius, F.O.B. St. Louis	30%
(Extra Disc. for large quantities)	

Chas. A. Hones, Inc.	
Buzzer No. 1	\$ 9 00
" " 2	12 00
" " 22	13 50
" " 42	15 00
" " 43	19 00

FREEZERS—ICE CREAM.

Peerless and Alaska	
1 quart	\$2 35
2 quart	3 45
3 quart	4 10
White Mountain	
1 quart	\$2 50
1 quart	4 90
2 quart	5 70

GALVANIZED WARE.	
Pails (Competition), 8-qt.	\$1 95
10-qt.	2 25
12-qt.	2 50
14-qt.	2 75

Wash tubs, No. 1	\$6 75
No. 2	7 00
No. 3	8 25

GARAGE DOOR HARDWARE.

Stanley	All net
GAUGES.	
Marking, Mortise, etc.	Nets
Wire.	
Disston's	25%

GIMLETS.	
Discount	65% and 10%

GLASS.	
Single Strength, A and B.	all sizes 82 & 85%
Double Strength, A, all sizes	84%

GREASE, AXLE.	
Frazers'	
1-lb. tins, 36 to case,	per case \$ 4 75
3-lb. tins, 24 to case,	per case 7 80
5-lb. tins, 12 to case,	per case 7 20
10-lb. tins, per dozen	10 40
15-lb. tins, per dozen	12 80
25-lb. tins, per dozen	19 80

HAMMERS, HANDLED.

All V. and B.	
Each, net	
Blacksmiths' Hand, No. 6,	26-oz.
Engineers' No. 1, 26-oz.	1 00
Farrier's, No. 7, 7-oz.	92
Machinists', No. 1, 7-oz.	78
Nail.	
Vanadium, No. 41, 26-oz.	each 1 45
Vanadium, No. 41½, 16-oz.	each 1 45
V. & B. No. 11½, 16-oz.	each 1 64
Garden City, No. 11½, 16-oz.	each 87
Tinner's Riveting, No. 1, 8-oz.	each 22
Shoe, Steel, No. 1, 18-oz.	each 65
Tack.	
Magnetic.	
No. 5, 4-oz., each	72

HAMMERS, HEAVY.

Farrier's	30%
Mason's	
Single and Double Face	50%

HANDLES.

Axe.	
Hickory, No. 1, per doz.	4 00
Hickory, No. 2, " "	3 00
1st quality, second growth	6 00
Special white, 2nd growth	5 00

Chisel.	
Hickory, Tanged, Firmer	
Assorted	per doz. 55c
Hickory, Socket, Firmer,	
Assorted	per doz. 70c
File	per doz. \$1 20

Hammer and Hatchet.	
No. 1 per doz.	\$9 90
Second growth hickory,	
per doz.	1 50

Soldering.	
Per doz.	\$2 40

HANGERS.

Conductor Pipe.	
Milcor Perfection Wire	25%
Eaves Trough.	
Steel hangers	30%
Triple Twist wire	10%
Milcor Eclipse Wire	20%
Milcor Triplex Wire	15%
Milcor Milwaukee Extension	15%
Milcor Steel (galv. after forming)	List plus 12½%
Milcor Selflock E. T. Wire,	
List plus	40%

HASPS.

Hinge, Wrought, with staples, Net	
-----------------------------------	--

HATCHETS.

V. and B. Supersteel.	
Each	
Broad, No. 1, 24-oz.	\$1 42
Half, No. 1, 15-oz.	1 25
Half, No. 3, 27-oz.	1 37
Claw, No. 1, 19-oz.	1 31
Flooring, No. 1, 20-oz.	1 43
Shingling, No. 1, 17-oz.	1 20
Lathing, No. 1, 14-oz.	1 20
Lathing, No. 2, 17-oz.	1 25

Vanadium Steel.	
Half, No. 62, 22-oz.	\$1 82
Underhill Pattern Lathing,	
3 row, 19-oz.	2 20

HINGES.

Heavy Strap, in Bundles.	
4 inch, dozen prs.	\$1 12
5 " " "	1 67
6 " " "	1 93
8 " " "	2 31

Extra Heavy T in Bundles.	
4 inch, dozen prs.	\$1 74
5 " " "	1 85
6 " " "	2 21
8 " " "	2 97

HOES.

Garden	Net
--------	-----

HOOKS.

Box.	
V. and B. No. 9, each	\$0 25
Conductor.	
Milcor	
"Direct Drive" Wrought	
Iron for wood or brick	15%
Cotton.	
V. and B. No. 8, each	24
Hay.	
V. and B. No. 1, each	20

Bar Meat.

V. and B. No. 26, ¾".	
each	09
V. and B. No. 28, ¾".	
each	16
Screw Meat.	
V. and B. No. 2, per gro.	6 50
Butchers' "S."	
V. and B. No. 6, each	03
V. and B. No. 8, each	11

HOSE.

Per. Ft.	
¾-in. 2 ply molded, ¾c to 12½c	
¾-in. cord	8½c to 18c
¾-in. wrapped	13½c

HUMIDIFIERS.

"Front-Range," Automatic.	
In single lots	50%
In lots of 10 or more	50-5%
In lots of 25 or more	50-15%
Vapor pans, etc., each	50%

IRONS.

Sad.	
Genuine Mrs. Potts, nickel plated, per set.	\$1 55
Asbestos No. 75, per set.	2 10
Asbestos No. 100, per set.	2 30
E. C. Stearns.	
No. OA Corner, doz. sets	\$2 50
No. OA	2 75

KNIVES.

Butcher.	
Beechwood Handles, 6-inch blade	35%
Beechwood Handles, 7-inch blade	35%
Beechwood Handles, 8-inch blade	35%
Cooper's Hoop	25%

Drawing.	
Standard	25%
Adjustable	25%
Barton's Carpenters'	25%

Hay.	
Iwan's Solid Socket	25%
Heath's	25%
Iwan's Sickle Edge	25%
Iwan's Imp'd Serrated	25%

Hedge.	
Challenge	25%
Disston's No. 1	25%

Putty.	
Common	25%
Lander's	25%
Scraping.	
Beech Handles	25%
Lander's	25%

KNOBS.

Door.	
Mineral	per doz. \$2 00
Porcelain	2 00
Jet	2 00

LADDERS.

Step.	
Common, per ft.	28c
Common, with Shelf, add 10c	
IXL	34c
Challenge, 6 to 9 ft.	55c
10 to 16 ft.	60c
Kant-Break, per lineal ft.	75c

LANTERNS.

Per doz.	
Monarch tin, hot blast	\$ 2 25
Diets No. 2, cold blast	13 00
Best tubular	8 25
Competition lanterns No. 0	
tubular	6 90

LAWN MOWERS.

12-inch	\$5 20
16-inch	5 85
Ball Bearing.	
4 blade, adjustable bearing	
14"	\$7 50
16"	7 80

LEATHER BELTING.

From No. 1 Oak Tanned Butts.	
Extra heavy, 18-oz.	35%
Heavy, 16-oz.	40%
Medium, 14½-oz.	40%
Light, 13-oz.	50%

LEATHER LACING.

Cut, strictly No. 1	45%
---------------------	-----

LEVELS.

Disston, No. 28 Asst.	\$32 00
" No. 18, 20 in., each	1 82
" No. 22, 24 in., each	2 40
" Shafting, 6 in.	19 80
" 6 in. gr. glass	24 30
" No. 1 Asst.	5 75
" No. 2 Asst.	13 40
" 24-26 in., each	1 02
" 28-30 in., each	1 00

LIFTERS.

Stove Cover.	
Coppered	per gro. \$4 00
Alaska	" 4 75

LOCKS.

Barn Door.	
No. 60 Stearns'.	per doz. \$11 00
No. 80	" 20 00

MALLETS.

Carpenters'.	
Fibre Head No. 2, per doz.	\$12 00
" No. 3, " "	15 50
" No. 3½, " "	20 50
Round Hickory	
per doz.	\$3 00—5 00
Tinnert's.	
Hickory	per doz. \$3 25

MATS.

Door.	
National Rigid	5 & 10 & 15
Acme Steel Flexible	50%

MITRES.

Galvanized steel mitres, and caps, end pieces, outlets.	
Milcor	20%
Galv. one piece stamped	40%

MOPS.

Cotton, Star (Cut Ends).	
Pounds 13' 18' 18' 24'-3-oz.	
Per doz. \$4 00 4 35 5 50 7 00	
Enterprise	16½%
Parker	50 & 15

NAILS.

Cut Steel	\$4 70
Cut Iron	4 70
Wire.	
Common	3 80
Cement Coated	3 40

NETTING, POULTRY.

Galvanized before weaving	45-10%
Galvanized after weaving	45%

NIPPERS.

Nail Cutting.	
V. & B. No. 20	75c
Double Duty.	
V. & B. No. 60	75c
Hoof.	
Heller's	40 & 10%
V. & B. No. 52, each	\$2 25

NOZZLES.

Hose.	
Magic	per doz. \$9 00
Diamond	" 5 75

OILERS.

Chase Pattern.	
Brass and Copper	10%
Zinc Plated	40 & 5%
Railroad.	
Brass	30 & 5%
Coppered	50 & 5%
Steel.	
Copper Plated	70 & 5%

OPENERS.

Delmonico	
per doz.	\$1 25
Never Slip	" 65
Crata.	
V. & B. per doz.	\$7 25—11 00

AREX

Send For These Advertisements

Arex Ventilators are known in every industry—thousands of dollars are spent every month telling executives about them. You can attach a set of these ads when you bill your next job—the man will be pleased to know you have given the best.

AREX COMPANY

J. C. Kemchen, Pres.

1581 Conway Building,

Chicago

THE ORIGINAL SIPHONAGE VENTILATOR

CORTRIGHT METAL SHINGLES.

Shingles dipped individually in molten zinc—have a heavy coating on edges as well as sides.

The dipping process coming AFTER the shingles have been stamped insures that this coating has not been damaged by the stamping operation.

We also make shingles from tight-coated sheets and of tin. These tin shingles we paint either red or green.

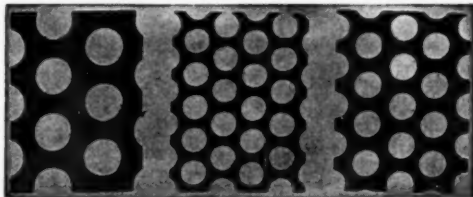
We suggest, however, that for a really permanent job

use Cortright hand-dipped shingles.

CORTRIGHT METAL ROOFING CO.

Philadelphia—Chicago

PERFORATED METALS



All Sizes and Shapes of Holes

In Steel, Zinc, Brass, Copper, Tinplate, etc.

For All Screening, Ventilating and Draining

EVERYTHING IN PERFORATED METAL

THE HARRINGTON & KING PERFORATING CO.

5649 FILLMORE ST.—CHICAGO, ILL. U. S. A.
NEW YORK OFFICE, 114 LIBERTY ST.

Sheets

We sell the best grades of all kinds of Sheet Metal.

Write today for complete catalog.

BERGER BROS. CO.

229 to 237 ARCH STREET

WAREHOUSES AND FACTORY: 100 to 114 BREAD STREET
PHILADELPHIA, PA.

GALVANIZED STEEL
BLACK STEEL
BLACK and GALVANIZED ARMCO IRON
BLACK and GALVANIZED TONCAN METAL
TERNE PLATE
BRIGHT TIN
ZINC
COPPER

LEAD

No resoldering with KESTER



Not alone G. E. Nelson, but hundreds of others tell us of successful results with Kester Solder. Here's Mr. Nelson's second paragraph.

"I have done soldering of all kinds for over 12 years, as I am a Tinner by trade, and sure have used lots of solder in 12 years, but have used no better and none handier than your Kester Self-Fluxing Wire Solder. For all kinds of metal and any kind of work, I have never seen any that would stick and stay as good as I have soldered things that have been soldered four and five times before and never stayed with other solder and Kester has stayed."

"Sample for Test Upon Request"

Sold everywhere by live dealers in one pound coils in cartons, and on one, five and ten pound spools

Manufacturers

CHICAGO SOLDER COMPANY

4241 Wrightwood Avenue, Chicago

Direct Factory Representatives:

THE FAUCETTE HUSTON CO.

Chattanooga, Tenn.

LOUIS J. ZIESEL CO.

216 Market St.
San Francisco, Cal.

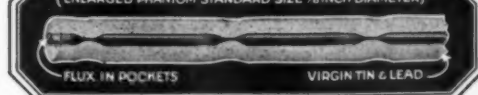
RICHARD F. ELY

66 W. Broadway
New York City

KESTER

Acid Core WIRE SOLDER

(ENLARGED PHANTOM STANDARD SIZE 1/8 INCH DIAMETER)



Requires Only Heat

SHEET COPPER

FOR ROOFING and CORNICE WORK

ALSO

SPECIAL COLD ROLLED RESQUARED STRIP

Ideal for Conductor, Gutters, Valleys, Flashings,
Gravel Stops, etc.



MERCHANT & EVANS CO.

PHILADELPHIA

NEW YORK

CHICAGO

CLEVELAND

KANSAS CITY

WHEELING

CHICAGO STEEL SLITTING SHEAR

LIGHT—POWERFUL
DURABLE



Capacity 10 gauge sheets
Any Length or Width
Flat Bars 3/16 x 2"
Weight 22 pounds

Price \$12.50 Net

F. O. B. Chicago

Made of pressed steel and equipped with hold-down. Blades of highest grade crucible steel most indispensable high grade shears made. Equal to other shears selling at over twice the price.

ORDER YOURS TODAY

DREIS & KRUMP MFG. CO., 2915 S. Halsted St., Chicago

ART METAL CEILINGS

AND

SIDE WALLS

QUALITY—DURABILITY—BEAUTY

Are thoroughly combined in FRIEDLEY-VOSHARDT ART METAL CEILINGS AND SIDE WALLS. We have added to our list a great number of new and handsome designs. Special designs can be made if desired. Only the *best* of materials used. We are prepared to serve *you*. Ceiling Catalog No. 33 on request.

DONT DELAY—WRITE TODAY

FRIEDLEY-VOSHARDT CO.

Office:

Factory:

733-737 S. Halsted St.

761-771 Mather Street

CHICAGO, ILLINOIS

MARSHALLTOWN

Throatless Shears



HERE is a machine that will do all your sheet cutting. It takes sheets of any size and does accurate work quickly. It is our No. 18 Hand Power Shear, the size for the average shop. It is high grade throughout, being made of the strongest and toughest metals.

It sells at a price which makes it possible for you to own one NOW.

Covered By Patent No. 1020508

Address Dept. A. A. and ask for our catalog and price list covering our entire line.

MARSHALLTOWN MFG. CO., Marshalltown, Iowa

OSBORN

Sheets
Conductor
Gutter

A large stock always on hand. Write for interesting prices.

THE J. M. & L. A. OSBORN COMPANY, Cleveland
Sheet Metal Workers' and Furnacemen's Supplies

Plecker's Galvanized Eave Trough and Corrugated Expanding Conductors

Made of
Keystone
Copper Bearing
Steel



Cost no more
Lasts longer
Therefore
Cheapest

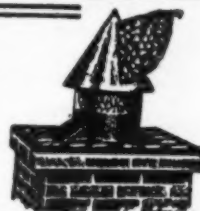
CLARK-SMITH HARDWARE CO. - - PEORIA, ILLINOIS

“THE
STANDARD
VENTILATOR and CHIMNEY CAP

DOES away with high stacks, swings freely in the slightest breeze and positively cures down-drafts. The strongest and most efficient combination to be had. Has no equal for chimney purposes. All jobbers sell them—write your jobber or us for prices and catalog today.

Manufactured by

STANDARD VENTILATOR CO.
LEWISBURG, PA.



SNIPS, TINNERS'.

Clover Leaf	40 & 10%
National	40 & 10%
Star	50%
Milcor	Net

SQUARES.

Steel and Iron	Net
(Add for bluing, \$3.00 per doz. net)	
Mitre	"
Try	"
Try and Bevel	"
Try and Mitre	"
Fox's	per doz. \$6.00
Winterbottom's	10%

STAPLES.

Blind.	
Barbed	per lb. 21c @ 22c
Butter, Tub	16 @ 19c
Fence—	
Polished	per 100 lbs. \$5 45
Galvanized	6 15
Netting.	
Galvanized	per 100 lbs. \$6 54
Wrought.	
Wrought Staples, Hasps and	
Staples, Hasps, Hooks and	
Staples, and Hooks and	
Staples	50 & 10%
Extra heavy	35%

STONES.

Axe.	
Hindustan	per lb. New Nets
More Grite	"
Washita	"
Emery.	
No. 126	per doz. New Nets
Oil Mounted.	
Arkansas Hard	per doz. New Nets
Arkansas Soft	"
Washita No. 717	"
Oil—Unmounted.	
Arkansas Hard	per lb. New Nets
Arkansas Soft	"
Lilly White	"
Queer Creek	"
Washita	"
Seythe.	
Black Diamond	per gro. New Nets
Crescent	"
Green Mountain	"
LaMolle	"
Extra Quinine	"
bog	"
Red End	"

STOPS, BENCH.

No. 10 Morrill pat-	
tern	per doz. \$11 00
No. 11 Stearns pat-	
tern	10 00
No. 15 Smith pat-	
tern	7 00

STOPPERS, FLUE

Common	per doz. \$1 10
Gem, No. 1	1 10
Gem, flat, No. 3	1 00

STRETCHERS.

Carpent.	
Bullard's	per doz. \$3 90
Excelsior	5 25
Malleable Iron	70
Perfection	6 30
King	4 50

Wire.	
O. S. Elwood, No. 1	per doz. Nets
O. S. Elwood, No. 2	

SWIVELS

Malleable Iron	per lb. \$0 10
Wrought Steel	per gro. 4 50

TACKS.

Bill Posters' 6-oz. 25-lb. boxes	per lb. 15c
Upholsterers' 6-oz. 25-lb. boxes, per lb.	15 1/2c

TAPES, MEASURING.

Asses' Skin	List & 40%
-------------	------------

THERMOMETERS.

Tin Case	per doz. 80c & \$1 25
Wood Backs	2 00 & 12 00
Glass	12 00

TIES.

Bale.	
Single Loop, earload	
lots	75 & 7%
Single Loop, less than	
car lots	70 & 15%

TRAPS.

Mouse and Rat.	Per Gross
Sure Catch Mouse Traps	\$2 10
Vim Mouse Traps	2 10
Short Stop Mouse Traps	1 80
Wood Choker Mouse	
Traps, 4 hole	10 25

Sure Catch Rat Traps	Per Doz. \$0 90
Dead Easy Rat Traps	1 00
Packed in One Bushel Band Stave	
Baskets	

Sure Catch Mouse Traps	List per Bushel
(360 Traps)	\$5 25
Short Stop Mouse Traps	
(360 Traps)	4 50
Sure Catch Rat Traps (54	
Traps)	\$3 60
Short Stop Rat Traps (54	
Traps)	3 15
Assorted Mouse and Rat Traps.	

Sure Catch	List per Bushel.
(216 Mouse	
Traps and 26 Rat Traps)	\$4 90
Short Stop (216 Mouse	
Traps and 26 Rat Traps)	4 25

TROWELS.

Cement.	
Atkins No. 6	\$19 50
No. 9	25 50

TWINE.

White Cotton.	
Eureka, 4-ply	per lb. 30c
Jute.	
3-ply and 6-ply Bale Lots	22 1/2c

VALLEY.

Milcor	
Galv. formed or roll	60%

VENTILATORS.

Standard	30 to 40%
----------	-----------

VICES.

No. 700 Hand.	
Inches	4 1/2 5 5 1/2
Doz.	\$11 15 13 00 14 85
No. 701. In.	4 5 6
Doz.	\$11 15 13 00 16 70
No. 1. Genuine Wentworth.	
Noiseless Saw	per doz. 9 25
No. 3. Genuine Wentworth.	
Noiseless Saw	per doz. 12 75
No. 500. All Steel Folding	
Saw	per doz. 16 00

WASHERS.

Over 1/2 in. barrel lots	
per 100 lbs.	\$6 25
Iron and Steel.	
In. 5/16 3/4 1/2 3/4 7/8	2 5/8c

WEATHER STRIPS.

Metallic Stitched.	
1/2 in., per 100 ft.	\$1 80
3/4 in., per 100 ft.	2 20
Wood and Felt.	
1/2 in., per 100 ft.	\$1 56
3/4 in., per 100 ft.	1 56

WEIGHTS.

Hitching	per lb. Nets
Sash—f. o. b. Chicago	
Smaller lots, per ton	\$47 50

WHEEL BARROWS.

Common Wood Tray	\$3 75
Steel Tray, Competition	4 50
Steel leg, garden	6 00

WIRE.

Plain annealed wire, No. 8	
per 100 lbs.	\$3 70
Galvanized barb wire, per	
100 lbs.	4 10
Wire cloth—Black painted,	
12-mesh, per 100 sq. ft.	2 35
Cattle Wire—galvanized	
catch weight spool, per	
100 lbs.	4 60
Galvanized Hog Wire, 80 rod	
spool, per spool	3 98
Galvanized plain wire, No. 9,	
per 100 lbs.	4 15
Stove Pipe, per stone	1 10

WOOD FACES.

50% off list.

WRENCHES.

Coes Steel Handle, 6-in.	40-10%
" " " 8-in.	40-10%
" " " 10-in.	40-10%
" " " 12-in.	40-10%
Coes Knife-Handle, 6-in.	40-10%
" " " 8-in.	40-10%
" " " 10-in.	40-10%
" " " 12-in.	40-10%
Coes All Patterns	40-10%

WRINGERS.

No. 790, Guarantee per doz.	\$49 50
No. 770, Bicycle	47 00
No. 670, Domestic	43 50
No. 110, Brighton	39 00
No. 750, Guarantee	51 00
No. 740, Bicycle	48 50
No. 22, Pioneer	35 50
No. 2, Superb	25 50

ADVERTISERS' INDEX

The dash (—) indicates that the advertisement does not appear in this issue.

A

Aeolus Dickinson Co.	—
American Brass Co.	—
American Chain Co.	—
American Furnace Co.	14
American Rolling Mill Co.	—
American Steel & Wire Co.	75
American Stove Co.	—
American Wood Register Co.	—
Arex Company	65
Ashton Mfg. Co.	—

B

Berger Bros. Co.	65
Bernz Co., Otto	69
Bertsch & Co.	69
Braden Mfg. Co.	63
Brillion Iron Works	—
Bullard & Gormley Co.	71
Burgess Soldering Furnace Co.	—
Burton Co., W. J.	—

C

Callender Soldering Process Co.	74
Chicago Elbow Machine Co.	—
Chicago Solder Co.	65
Clark & Co., Geo. M.	—
Clark-Smith Hardware Co.	67
Clayton & Lambert Mfg. Co.	69
Cleveland & Buffalo Transit	—
Co.	71
Cleveland Castings Pattern Co.	7
Coss Wrench Co.	75
Copper & Brass Research	—
Association	59
Copper Clad Malleable Range	—
Co.	—
Cornish & Co., J. B.	—
Cortright Metal Roofing Co.	65

D

Dieckmann Co., Ferdinand	61
Diener Mfg. Co., Geo. W.	69
Double Blast Mfg. Co.	69
Dreis & Krump Mfg. Co.	67-69
Dunning Heating Supply Co.	—

E

Diener Mfg. Co., Geo. W.	69
Double Blast Mfg. Co.	69
Dreis & Krump Mfg. Co.	67-69
Dunning Heating Supply Co.	—

E

Ewert & Kutschied Mfg. Co.	—
----------------------------	---

F

Fanner Mfg. Co.	7
Farquhar Furnace Co.	—
Federal Varnish Co.	—
Forest City Fdy. & Mfg. Co.	12
Fox Furnace Co.	20
Friedley-Voshardt Co.	67
Furnace Fan Corp.	—

G

Geroch Bros. Mfg. Co.	67
Gohmann Bros. & Kahler	4

H

Hall-Neal Furnace Co.	—
Harrington & King P'fg Co.	65
Hart & Cooley Co.	17
Haynes-Langenberg Mfg. Co.	2
Heller Bros.	—
Henry Furnace & Fdy. Co.	—
Hessler Co., H. E.	—
Hess-Snyder Co.	15
Homer Furnace Co.	12
Hones, Inc., Chas. A.	69
Honeywell Heating Spec. Co.	—
Hotel Fort Shelby	—
Hussey & Co., C. G.	69
Hyfield Mfg. Co.	—

I

Independent Register & Mfg.	16
Co.	—
Indiana Stove Works	7
Inland Steel Co.	63
International Heater Co.	—

K

Kant-Break Ladders, Inc.	75
Kirk-Latty Mfg. Co.	7
Kruse Co.	—

L

Lalace & Grosjean Mfg. Co.	75
Lamneck & Co., W. E.	19
Lennox Furnace Co.	8
The Lindas Co.	—
Lovell Mfg. Co.	—
Lupton's Sons, David	—

M

Machine Appliance Corp.	—
Majestic Co.	10
Malleable Iron Range Co.	5
Maplewood Machinery Co.	—
Marshalltown Mfg. Co.	67
May-Pieberger Co.	—
Meibye Bros. Co.	—
Merchant & Evans Co.	67
Messinger & Parks Mfg. Co.	—
Meyer Furnace Co., The	11
Meyer & Bros. Co., F.	18
Meyer Mfg. Co., Fred J.	74
Michigan Stove Co., The	—
Milwaukee Corr. Co.	Back Cover
Monroe Fdy. & Furnace Co.	—
Mt. Vernon Furn. & Mfg. Co.	15

N

New Jersey Zinc Co., The	—
Front Cover	—
Northwestern Stove Repair Co.	?

O

Osborn Co., The J. M. & L. A.	67
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P

Peck, H. E.	74
Peck, Stow and Wilcox Co.	—

Q

Quick Furnace & Supply Co.	—
Quick Meal Stove Co.	3-69
Quincy Pattern Co.	7

R

Red Front Furnace & Supply	—
Co.	—
Rock Island Register Co.	—
Roesch Enamel Range Co.	8
Ross-Gould	—

S

Schellble-Moncrief Heater Co.	14
Schwab & Sons Co., R. J.	13
Spaulding Hotel	—
Special Chemicals Co.	—
Standard Furn. & Supply Co.	15
Standard Ventilator Co.	67
Stearns Register Co.	—
St. Clair Foundry Co.	16
St. Louis Tech. Inst.	74
Stove Dealers Supply Co.	7
Success Heater & Mfg. Co.	—
Sullivan-Geiger Co.	74

T

Taylor Co., N. & G.	63
Thatcher Furnace Co.	9
Tuttle & Bailey Mfg. Co.	17

U

Utica Heater Co.	2
------------------	---

V

Van Camp Hardware and Iron	—
Co.	—
Vaughan & Bushnell Mfg. Co.	—
Vedder Pattern Works	7
Victor Adding Machine Co.	71
Viking Shear Co.	—

W

Walworth Run Fdy. Co.	—
Waterloo Register Co.	—
Waterman-Waterbury Co.	—
Whitney Mfg. Co., W. A.	—
Whitney Metal Tool Co.	—
Windham Mfg. Co.	—
Wise Furnace Co.	—

Z

Zarco Mfg. Co.	—
Zideck Auto Radiator School	—